

# PRINTERS' INK



Registered U. S. Patent Office

A JOURNAL FOR ADVERTISING



VOL. CLXX, No. 9

NEW YORK, FEBRUARY 28, 1935

10c A COPY



## *The Three Horsemen of the Apocalypse*

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paper.

MEDICAL science has reduced the four scourges of humanity to three! In the grim cavalcade of death, Pestilence rides no more.

For 102 years, the House of McKesson & Robbins has played an important part in putting safe, pure pharmaceutical preparations . . . the essential weapons in the war against disease and suffering . . . within the reach of everybody.

From the inception of the business, McKesson & Robbins have

held to three vital principles. . . . *The manufacture of medicinal products, particularly for the home, involves a serious responsibility. . . . Such preparations must be of the highest quality. . . . Finally, they must be reasonably priced, in order to be of the widest possible use.*

We count it a privilege to direct the power of advertising toward creating a greater understanding of the principles and products of this century-old institution.

## N. W. AYER & SON, Inc.

*Advertising Headquarters: WASHINGTON SQUARE, PHILADELPHIA*

NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT

LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO



*Of course it's fresh, sir!*

A few still have to be shown but scores of advertisers who have concentrated Iowa sales efforts in The Des Moines Register and Tribune KNOW.

Covering over 40% of all Iowa families; more than a quarter million circulation; lowest milline rates in Iowa.

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# PRINTERS' INK

NEW YORK, FEBRUARY 28, 1935

## This Week

WHATEVER other accomplishments may be credited to the Depression and the New Deal, at least these two influences have served to bring into sharper focus certain aspects of the vast and vastly complicated mechanism that is called distribution.

In this week's leading article, C. B. Larrabee surveys the current set-up. He sees a new fight for outlets. He outlines the manufacturers' new problems and suggests possible solutions.

No longer is it easy to acquire outlets by "buying" them. And out of this neo-new competition must crystallize more intelligent methods of signing distributorships and dealerships, and more effective methods of merchandising the products, themselves.

As competition for dealers and for sales becomes stiffer, more and more definitely does it devolve upon the advertiser to make every dollar count. No advertiser can afford duplicate coverage. It is from the standpoint of duplication that Clyde W. Lawrie attacks the problem of general vs. local newspaper rates.

And on the score of rates, the Inland Daily Press Association votes for abolition—adopts a resolution to abolish the differential by lifting local rates to the level of general. Foreseeing difficulties in the way of the resolution's enactment, the I. D. P. A. hopes for moral effect at once; and the more optimistic of its members look for immediate increases in billing.

Nineteen-thirty-four's biggest

newspaper advertiser was the Liggett & Myers Tobacco Company, whose lineage topped 19,500,000. Along with L. & M., PRINTERS' INK presents the first half of a list of last year's 300 newspaper leaders.

And now the American Tobacco Company plans the biggest advertising campaign ever run for Lucky Strikes. Already, American has renewed promotional effort for Herbert Tareyton cigarettes and Half and Half smoking tobacco. Behind the development of Luckies lies a story of fast-moving strategy in an industry intensely competitive.

Meanwhile, W. J. Weir, copysmith, discloses the identity of the old busybody who has been foxing up the copy. The culprit is Sir Veigh, ad-critic. He's been pumping advertising full of heavy thought—but has forgotten that ingredient called inspiration.

For every dollar of advertising outgo, Kalamazoo ("A Kalamazoo Direct to You") expects four dollars' worth of sales. Studying the technique of powerful little advertisements, Robert W. Palmer cites Kalamazoo along with a number of other users of small-space units, and, from the advertisers' agencies, draws forth the reasons for the advertisements' effectiveness.

Most likely, a sales manager's range of possible errors is infinite. Inevitably, however, there are some mistakes that are worse than others. Under the title, "Don'ts

**for Sales Managers,"** Harry Simmons lists thirty-five that are particularly flagrant.

A reader asks about **dealer meetings.** P. I. presents an assortment of sizes and kinds, from which any manufacturer, thinking about meetings, may take his choice.

Does it pay to go over a buyer's head? Does it pay to recommend to the buyer's boss that the buyer's pay be boosted? Proceeding with the highlights of a prismatic career in advertising, A. Wineburgh recounts an instance that ends in a twist of surprise.

Tourist-industry note: The intrepid Clarence Frederick Lea, congressman from Santa Rosa, which is in California, has introduced in Washington a modest-looking little bill tightly packed

with TNT. Mr. Lea proposes the establishment of nothing less than a **Federal tourist bureau**, which would lend aid and comfort to anyone aspiring to go a-touring anywhere within our borders. That rumble you hear is Florida, staging an earthquake.

In Philadelphia, the gas-works boys—employees of the **Philadelphia Gas Works Company**—co-operate with Electrolux in a survey \*\*\* **Pan-Am**, with advertising links **Century-of-Progress** exhibit to product \*\*\* Public hearing on food and drug bill on March 2.

E. W. Ackerman studies "that **pricing enigma.**" He examines the list and the net-to-the-consumer systems, weighs the advantages and disadvantages of each, and brings in a verdict for the former.

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# POWER

## CONSUMPTION

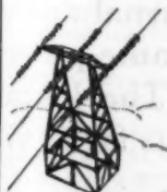
# Gains 20.6%

Gains in Rhode Island manufacturing power consumption show the month of January for this year far ahead of the same month for 1934. Industries in general shared in this increase with a consequent betterment in employment and distribution of payrolls.



Improvement as evidenced by these important indicators of industrial progress point to better sales opportunities in Rhode Island for 1935.

With total average net paid circulation of well over 133,000, the Journal and Bulletin will carry your sales message throughout this active market in a most effective manner.



## Providence Journal-Bulletin

CHARLES H. EDDY CO  
R. J. BIDWELL CO

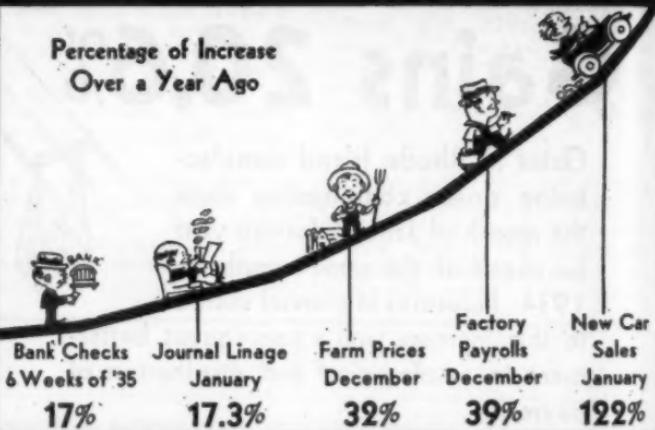
NEW YORK  
SAN FRANCISCO

BOSTON  
LOS ANGELES

CHICAGO  
SEATTLE

# Hitch Your Sales Wagon To This

Percentage of Increase  
Over a Year Ago



**B**Y ANYBODY'S specifications of a good market, Milwaukee "measures up" as A-1 today. Every index of business trends gives the same answer—it's a good place to sell and it's going fast on the uptrend. Hitch on with a schedule in The Journal and go along. With 167,371 H. P. (home power) daily\* and 197,371 on Sunday, The Journal alone can take you just about as far as you can profitably go in this market.

\*January net paid average.

**THE MILWAUKEE JOURNAL**

**FIRST BY MERIT**

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# The New Fight for Outlets

Competition for Good Dealers Grows More Bitter as Distributor Relations Become Stabilized

By C. B. Larrabee

**I**N the field of distribution the years from 1930 to 1935 will probably be known as the period of the great shake-down. Yet they merely acted rather violently to complete developments that were well under way in the late '20's.

Today the manufacturer faces a set-up of distributors, both retail and wholesale, that in many respects is more stable than it has been since the beginning of the rapid growth of the chains. Because of the comparative stability of this set-up manufacturers in most lines face momentous decisions in their relations with dealers. \*

As business continues to show signs of slow but steady improvement, the importance of good dealer outlets becomes increasingly apparent. A good dealer organization is today a necessity for a sound merchandising growth.

This means that the next few years will witness a battle for distributors between manufacturers, a battle that is today being carried on with growing intensity.

The progress of this battle has been delayed during the last two years by two factors; uncertainty of the ultimate result of various New Deal policies, and the pulling and hauling between groups that have been so characteristic of the building of codes, particularly those that invaded the fields of manufacturer-dealer relationships.

One outcome of this uncertainty has been that a number of manufacturers have mistaken this confusion for a general confusion in the field of distribution when actually in that field there has been taking place a noticeable hardening of contours and consolidation of gains.

Consider, for a moment, some of the vexing problems of the last fifteen or twenty years and note how many of them have either been solved or have approached a status of stability sufficient to allow the manufacturer to chart his course with some degree of accuracy.

First, of course, is the spectacular growth of the chain. This was perhaps the most disturbing factor in the field of distribution from 1915 until 1930. It was responsible for many of the so-called bad trade practices that code makers have worked so vigorously—and, it must be admitted, often futilely—to eliminate.

Today chain growth is no longer the bugaboo that it was, say, in 1925 when no one could seem to predict just what it would ultimately mean.

Coincident with the later phases of this growth was the development of the voluntary chain, the independent dealer's most potent method of defense. Look back to 1929, when the fight between voluntary and corporate chains was at its bitterest. Today, the voluntary chain has proved its essential vigor. Indeed, of all forms of distribution



# "CHICKEN IN THE POT"

HENRY OF NAVARRE, who became Henry IV of France, was above all a good politician who knew his public.

In an address to the populace of Paris (about 1596), Henry said: "My predecessors in royal robes presented you with words; I, in my drab doublet, will present you with deeds . . . *Je veux que le dimanche chaque paysan ait sa poule au pot.*"

"A chicken in every pot"—picturesque phrasing of an idea. Powerful in 1596 because it was an idea related to the needs and hopes of people in the mass.

Still powerful in the Presidential campaign of 1928 for the same reason in related

"THAT was a good idea, but the sales force is tired of it". From it this need a new story for the dealers.

Not if it was a basic idea . . . adds the

The most successful advertising campaign, like a symphony, is of variations on a theme. This is a basic idea—a distinctive conception of the product's value.

WALTER



"Henry went to work with vigor; he started public building; he repaired roads, bridges and canals, all means of inter-communication; he reduced the 'taille,' forgave back taxes, and supported Sully's attempts to bring order into the finances. He exempted cattle and agricultural implements from distress; he reinstated on the tax lists more than forty thousand shirkers; he used what means he could to get gentlemen back to their estates and to work; and so on. His desire to benefit the peasants earned for him the name 'le Roi de la poule au pot'—the King who wished every subject to have a chicken in the pot on Sunday."

—Sedgwick's *Henry of Navarre*

# IN EVERY POT //

residential  
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in need changes slowly. If the  
ight, there's no point in de-  
rom it this year, or next year.  
presentation will keep it as  
l vital as the news of the day.  
adds the force of repetition  
ginal force, accumulating in-  
d response as it goes along.  
tremendously important to

wise advertising investment.

J. Walter Thompson Company believes it has helped its clients invest wisely, both by the discovery of ideas capable of standing up, and by the sustained inventiveness to keep them newsy and in key. How many agencies are large enough and old enough to match records—to be considered on this important basis?

**WALTER THOMPSON COMPANY Advertising**

it is now probably the most vitally alive.

The problems growing out of the conflict of voluntary and corporate chains are a long way from settlement but most manufacturers today have a fairly clear picture of the eventual relationship of these two types of distributors in the whole distribution picture.

The independent, who for some years bore the confused and rather pathetic appearance of the innocent bystander, now has lost a lot of his fears.

The good independent is in an excellent position today. He has had a fight on his hands, he has found that he can't eliminate competition, and yet, on top of this, has discovered the comfortable fact that he is still in business and making a profit. He is beginning to recognize that from bitter competition he has derived a number of concrete blessings. By adopting and adapting chain methods he has put himself in the soundest position in which he has been in many years.

The mail-order houses and their spawn, the mail-order chains, have ceased to be the threat they promised to be when Sears and Ward first started their expansion into the chain field.

Department stores have demonstrated that they have many definite competitive limitations and thus have ceased to be a "menace" to other forms of distribution.

#### Pine-Board Outlets Were Overrated

The pine-board store in the drug field had its little day of power, as did the super-market in the grocery industry. Both have demonstrated the weaknesses inherent in any form of distribution built solely on price. Both continue to exist but the pine-boards particularly have shown that as first-class bogeys they were greatly overrated.

In the household appliance field the worst phases of the utility vs. independent appliance dealer fight seem to be pretty well settled. The utilities have plenty of troubles on their hands and the independents have demonstrated that so long as

there are varieties of good appliance lines to choose from they can carry on profitably.

None of the problems just outlined has been definitely settled. The fact is, however, that each type of distributor has assumed a more or less stable position in the field of distribution.

#### Many Weak Sisters Have Been Eliminated

On top of this, the depression years acted as great purifiers. Failures and bankruptcies are stringent measures but they do eliminate a great many of the weak sisters who have always been complicating factors in the field of distribution.

This purification has been particularly beneficial in jobbing lines. During the middle '20's the inefficient jobber was one of the most disturbing factors in groceries, drugs, dry-goods and hardware. He was already on his way out by 1929—and the depression pretty well finished him off. Wholesaling is probably on the firmest basis it has been in years.

During the last two or three years the manufacturers' battle for distributors has been pretty largely a fight to get any outlets at all. With failures knocking off some of the formerly desirable distributorships with consolidations in the chain field, with the extension of voluntaries which has been going on vigorously during the depression, many excellent selective selling policies of the late '20's have gone overboard.

Credit requirements have been let down in many cases, often with disastrous results. Frequently lenient manufacturers have kept retailers and wholesalers above water long after the time had arrived when it would have been to the public good to let them sink. It is extremely difficult to become stringent with a distributor who for years has been a Grade A outlet. There is always the hope that somehow, somehow, he will be able to survive.

A few manufacturers realized comparatively early that it is more

(Continued on page 94)



The Sun led all New York  
Evening Newspapers in

## Automotive Advertising

in 1934 as it has for many  
years past . . . It produces.

**The Sun**

NEW YORK

# Food Bill Hearing March 2

ON next Saturday morning, March 2, at 10 o'clock, a sub-committee of the Senate Commerce Committee will begin a public hearing in Washington on the pending foods, drugs and cosmetics legislation.

The sub-committee consists of Senators Clark, of Missouri; Caraway, of Arkansas; and Gibson, of Vermont. Senator Gibson was appointed to fill the place of Senator McNary, of Oregon, who, for reasons that will probably appear later but cannot be divulged now, declined to serve on the sub-committee.

The fact that the hearing is to be held on a Saturday has created some speculation. Will it be only a one-day affair? No announcement has been made; but the general impression is that the sub-committee will try to finish the matter next Saturday, even though a night session is held. This doesn't mean a great deal, though; the Copeland Bill hearings last year were supposed to be finished

in a day but extended over into weeks.

PRINTERS' INK is informed that the Consumers' Advisory Board will bring on its heaviest artillery and make an effort to run away with the show as it did last year. In any event, the session promises to be lengthy, torrid—and perhaps interesting.

Senator Copeland is disturbed over reports that Senator Clark, chairman of the sub-committee, has supplanted him and, after the hearing, will completely re-write the Copeland Bill. Charles Wesley Dunn tells PRINTERS' INK that Senator Copeland "will not tolerate" any weakening of his bill and that the measure will continue to be known by its present name.

Last week PRINTERS' INK announced that in this present issue Mr. Dunn would present an editorial defense of the Copeland Bill. In view of the hearing, however, he asks that he be allowed to make his presentation later—probably next week.

\* \* \*

## Made Advertising Manager, Martin-Senour

Harold Johnson, formerly in charge of paint merchandising and advertising for the United Sash & Door Company, Wichita, has been appointed advertising manager of the Martin-Senour Company, Chicago, paints. He succeeds Howard Wecke, who is now in charge of sales and distribution in the Central district.

\* \* \*

## "This Week" Is Published

Last Sunday twenty-one newspapers included with their distribution the first issues of *This Week*. Mrs. William Brown Meloney, for years editor of the magazine section of the New York *Herald Tribune*, heads the editorial staff of the new supplement.

\* \* \*

## Izzard Elects Andrews

Ralph W. Andrews has been made vice-president of The Izzard Company, Seattle agency. He has been in the copy and production departments of the agency for the last eight years.

## Saltmarsh Now Secretary, Lumbermen's Mutual

I. G. Saltmarsh, who is responsible for the development of an advertising department by the Indiana Lumbermen's Mutual Insurance Company, Indianapolis, has been elected secretary of the company and a director. He has been assistant secretary.

\* \* \*

## Weiss Joins Bakers' Bureau

Harvey G. Weiss is now director of the media for the Bakers' Consulting Bureau, Chicago, merchandising organization for Honey Krushed bread. He was formerly Western advertising manager of *Town & Country* and, more recently, has been with the *Chicago Daily News*.

\* \* \*

## J. Walter Thompson to Direct Bromo Seltzer Account

The Emerson Drug Company, Baltimore, Bromo Seltzer, has appointed the J. Walter Thompson Company as advertising counsel. This appointment is effective April 1.

More New York City families having checking accounts are reached in their homes by The New York Times than by any other newspaper.—Polk Census.



W. & J. SLOANE'S fine furniture graces many a fashionable New York home. To address the type of family whose taste influences the entire nation, W. & J. Sloane employed more advertising space last year in The New York Times than in any other newspaper.

## The New York Times

NET PAID SALE AVERAGES

470,000 WEEKDAYS 730,000 SUNDAYS



*Flash Welding Rims in a Detroit Factory*

New Y  
Chicago

**T**

# Sparks that Kindle Optimism

*Detroit confidently expects 1,000,000 automobiles to be built during the first quarter of 1935—250,000 more units than during the first quarter of 1934. Employment is above normal.*



Have you visited Detroit lately, browsed through America's third largest department store, coped with the dense traffic that swirls around the General Motors Building, tried to quench a thirst at a downtown cocktail bar or attempted to get delivery on a 1935 automobile?

If you haven't you can not really understand Detroit's optimism. Detroit is America's FOURTH and today's BEST sales field. And Detroit remains an economical market to sell if you use its outstanding medium—The News—the newspaper whose circulation is 76% carrier delivered to purchasing power homes. Being FOURTH in total advertising in America is proof of its sales pulling ability.

## The Detroit News

THE HOME NEWSPAPER

New York:

Chicago:

I. A. KLEIN, 30 EAST 42nd STREET  
J. E. LUTZ, 180 NO. MICHIGAN AVENUE

# Industrial Payrolls Up 20%

According to figures released Feb. 16 by the Worcester County Trust Co., Worcester's industrial payrolls for January 1935 were up approximately 20 per cent over the figures for January of the year previous. A steady upward trend has been recorded since September. During this period industrial payrolls have increased 34 per cent. The payroll index figure for January 1935 stood at 80.21\* per cent—highest point since March, 1931.

\*Using the figure for January 1928 as 100 per cent.

Comparing January with the previous month, industrial payrolls showed a gain of 6.6 per cent; bank clearings gained approximately 8 per cent; other indexes, including power consumption, carloadings and building permits, were in excess of December figures.

## A Rich and Stable Market

Few markets in the nation are as rich and stable as the Worcester, Massachusetts, market. Few are so easily and economically cultivated by newspaper advertising. Through the Telegram-Gazette ALONE advertisers may cover more than 85 per cent of all homes, in Worcester and throughout the average 18-mile suburban trading area, which every day take a Worcester daily paper.

**Population** City and average 18-mile  
Suburban Trading Area **433,287**

TOTAL AVERAGE NET PAID DAILY CIRCULATION

**MORE THAN 100,000 FOR OVER 7 YEARS**

## THE TELEGRAM-GAZETTE

GEORGE F. BOOTH, *Publisher*  
Worcester, Massachusetts

PAUL BLOCK AND ASSOCIATES ---- National Representatives  
New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

# Lucky Strikes Plus

American Tobacco Company, Reversing Usual Procedure, Carries Heavy Advertising Campaigns Simultaneously

By Bernard A. Grimes

ON the heels of a renewal of advertising effort on Herbert Tareyton cigarettes and Half and Half smoking tobacco, the American Tobacco Company has started the largest campaign ever run on Lucky Strikes. Thus, for the first time in years, the company is carrying on more than one advertising program.

Tareyton, along with other brands in the family, was advertised for years. But, as was said in announcing the new campaign, this advertising was dropped when American Tobacco decided to concentrate on Lucky Strike. A further change in policy, as evidenced by the current campaigns on Tareytons and Half and Half, followed closely the company's announcement that it had commuted the lease, entered into in 1923, thereby acquiring ownership of brands leased from its subsidiary, the Tobacco Products Company.

These brands include Melachrino, Johnnie Walker, Milo, Royal Nestor, Afternoon, Buckingham, Sweet Tips, and Stroller cigarettes, and Serene, Arcadia, Stanwix, Hazel Nut, Wild Fruit, Buckingham and Herbert Tareyton smoking and chewing tobaccos. Whether these brands will be brought into the advertising picture is a question which will be answered by the circumstances surrounding each brand, individually.

Inquiry by *PRINTERS' INK* uncovers some details which led up to the additional brand advertising now being done and may offer a clue to what may be done. Under an intense competitive situation, sales of Tareytons last year showed a 30 per cent increase. Half and Half likewise came through with a substantial gain. But it was

only after steadily increasing sales that the company's executives were impressed.

The situation was studied. It is the management's belief that any brand which slips in sales to a marked degree does not merit the promotional attention received by a brand which is building a market for itself on its own worth. A brand that sells naturally possesses those potentialities which will respond to promotional effort.

Because Tareytons and Half and Half demonstrated that they are winning public favor, the company decided to exploit both this year. It is too early to see to what extent this advertising will be expanded, but it can be accepted as a certainty that sales of Tareytons, at current writing, are more than satisfactory. From the apparent interest created in Half and Half's radio serial, "Red Trails," the company believes that this serial will be one of the more interesting program features on the air.

## Each Brand Handled by Individual Agency

The advertising for each brand is being handled by individual agencies. In making these appointments, American Tobacco consistently follows a policy it has always practiced. Those close to the management know that it firmly holds to the opinion that all ideas are not locked up in one shop. It is always open to consideration of ideas. But, as ideas are only a fraction of the work entered into by client and agency, common sense dictates that an account cannot be shifted around from agency to agency merely to remain in one place during the life of an idea.

An account placed on such a

basis, obviously could not expect very much in way of appreciation.

Those directing Lucky Strike advertising are confident that, in the campaign which began last week, the public is being given an idea which will appeal to its imagination. The basic theme is one of romance; and illustrations feature young people in settings where Lucky Strike is a part of the picture. Copy permits the product to talk in the first person.

The newspaper schedule is planned on twice-a-week insertions in about 1,800 papers over a ten-week period. The same copy appeal will be adapted to magazines,

with a larger list being used this year. Car card advertising also is included. Outdoor and radio advertising may be added later, it is stated.

A larger campaign by Lucky Strike infers an increase in an expenditure which has long been among the tops in national advertising. In company with it are others of the leading cigarette brands. They make their bid for patronage to so large a portion of the public, men and women, young and old; and it is because of this tremendous audience that these huge advertising programs are made worth while to their sponsors.

His

### New Kodak Sales Set-Up

Five new positions have been created in the sales department of the Eastman Kodak Company, Rochester, N. Y. James E. McGhee has been made assistant general sales manager with O. J. Pardee, Ross A. Robertson, John C. Schulz and Horace S. Thomas assistant sales managers. All five men have been associated with the company for several years.

### Heads G-E New Market Division

H. H. Green, formerly advertising manager and for the last four years a member of the Western sales department, has been advanced to head up a newly organized market study section of the General Electric's incandescent lamp sales promotion department at Nela Park, Cleveland.

### A. N. A. to Meet in May

The semi-annual meeting of the Association of National Advertisers will be held May 5 to 8 at White Sulphur Springs, W. Va. Harold Thomas, vice-president of the Centaur Company, New York, is chairman of the program committee.

### Chance Vought Names Clements

Norman V. Clements has been appointed advertising manager of the Chance Vought Corporation, East Hartford, Conn., airplanes. He formerly was advertising manager of the Curtiss Aeroplane & Motor Company.

### Tibbott Joins Whittemore

David W. Tibbott, for the last several years with the Boston office of the Curtis Publishing Company, has resigned to join the Whittemore Bros. Corp., Cambridge, Mass., shoe polishers.

### Canaday Given New FHA Duties

Ward M. Canaday has been named assistant to the administrator of the Federal Housing Administration, and director of public relations.

He has been director of the public relations division since formation of the FHA last July. His unit includes the field division, industries division and the speakers' bureau.

Mr. Canaday is president of the United States Advertising Corporation, Toledo.

### Has Chalmers Knitting Account

The advertising account of the Chalmers Knitting Company, Amsterdam, N. Y., has been placed with Street & Finney, Inc., New York, which formerly handled the Chalmers account many years ago. An advertising campaign is being planned by the company on its sport shirt.

### Gries to Blakely Printing

Joseph C. Gries, who has been sales executive and vice-president of the Manz Corporation, Chicago, has joined The Blakely Printing Company, Chicago, as vice-president. He had been with the Manz organization for eleven years.

### With Blanchard-Nichols

C. G. Littlefield has joined the San Francisco office of Blanchard-Nichols, publishers' representative. He was formerly with the Crowell Publishing Company and the Rodney E. Boone Organization.

### Ayer Appointed

Sherman & Sheppard, Inc., Brooklyn, N. Y., importer and national distributor of Fordson tractors, has appointed N. W. Ayer & Son, Inc., as advertising counsel.

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# Sir Veigh, Ad-Critic

**His Work May Bring Copy That Shows Much Thought, but How about Inspiration?**

By W. J. Weir

Copy Staff, Hommann, Tarcher & Sheldon, Inc.

IT'S quite a few years now since Sir Veigh first made his appearance on these shores. It was shortly after F. Fishency had got into the American business picture, on a rising tide of popularity that finally, late in '29, swamped the whole thing, frame and all. For F. Fishency did such a bang-up job on the producing end (in which he specialized) that the other half of the equation—the consuming end—was lost sight of entirely.

That's when Sir Veigh got his foot in. His was the bright idea of cataloging old fields and discovering new fields for F. Fishency's many progeny to play in. He went around asking people questions. "What is your yearly income? How often do you buy tooth-paste? What brand do you buy? Why? And what color do you like best?"

At that time, old Ad Vertising had just finished a clandestine reading of the family doctor book. He probably saw a few copies of the Journal of the A. M. A., too. And as a result he learned to call a spade a shoveling implement. Bad breath became halitosis. And things like soup started to turn up with a lot of things to them besides souppiness. Little things like calories and carbohydrates and fats and, later, vitamins. And it was only a step from things like this to Sir Veigh.

Sir Veigh, having served his apprenticeship under F. Fishency, had naturally acquired some of F. Fishency's ways. So it wasn't long before Sir Veigh had, in turn, introduced friend Ad to those same ways. The conversation in which it all happened went like this:

"Look here, Ad. You've done a lot for yourself since the War. But it seems to me you haven't exactly used your head in doing it. You haven't been scientific about it. You've just sorta shot in the dark, as it were. You've groped. You've been writing sales messages that, I must admit, have been pretty good. But only once in a while you've hit upon a natural. Like that Victor campaign. Or that campaign for Prince Albert—Old Hunch, you know.

## Sir Veigh Presents a Simple Solution

"Well, why not have more of them? Why not give up this hit-and-miss idea. I know. You're going to tell me there aren't enough of the kind of guys that write Victor or Prince Albert. Well, you're all wet. Now don't get sore. But listen. Wouldn't you like to hit *all* the time? Well, know what you need? Something more definite to go on than a good copy writer's judgment. Find out for yourself just what people read and why. Then all you have to do is produce it, see? Simple, ain't it?"

Ad, gullible guy, fell hook and sinker for Sir Veigh's line. He had Veigh, who now began to think he had a lot of English on the ball, ring more door-bells and ask questions. "Take care of the statistics," Ad said to himself, "and the *sine qua non* will take care of itself."

And what happened? Sir Veigh slowly assembled a whole catalog of actions and human reactions. And Ad Vertising, hopelessly under the old buzzard's spell, thought the human mind had at last been

cataloged. Want to sell soap? O. K. Look under Section B. O. in File 958. "Comic strip indicated. Arm-pit-odor-stronger-than-love theme." How about gargles? Section B. B. in File 1,552. "Mouth miasma slant indicated. Banishment-follows-breath-offense theme."

But, said Sir Veigh, the human mind had not as yet been completely cataloged. And then he pulled his *reductio ad absurdum*. He began to catalog the pulling power of headlines and copy. Like a hangman asking condemned prisoners what kind of knot they'd like in the noose, he went around asking his headline-copy questions. And more statistics naturally resulted.

So, unfortunately, has a lot of lousy advertising. And what do we have now? Headlines and copy that show hours upon hours of thought. *And not one second of inspiration.*

The trouble is, this fellow Sir Veigh is near-sighted. Myopic, let us say. He can't see beyond a few feet in front of himself. Just because a few people happened best to remember those advertisements in which the product was mentioned in the headline, Sir Veigh announces as fact that these are the best *selling* ads. So poor old Ad, now helplessly adrift, sits down and writes a lot of captions around the product. Or he fiddles around trying to inject an active verb somewhere. He writes scientifically, as Sir Veigh has advised. He addresses his advertisements to a vast group of statistics and, like F. Fishency, forgets all about the people who have the money to buy.

He forgets that advertising is an idea. And that an idea is a man. And that the better the man the better the idea and eventually, the better the advertising. If old Sir Veigh was right, some enterprising printer could set up a lot of sentences whose "pulling power" had been "proved."

The advertiser himself could put all these sentences together (keeping one out for the headline) and so have a successful advertisement. And if enough sentences

could be proved to have pulling power, there would be little danger of monotony ever resulting. If, of course, the advertiser could get the knack of putting them together so that they read well. Or maybe Sir Veigh could show him.

The fact remains that an advertisement can sell whether it has the product mentioned in the headline or not. It has in the past. It does now. And it will in the future. The first requirement of a good advertisement is that it be a stopper. And very often a totally irrelevant headline has more stopper-power than a headline with the product in it. And does more toward selling the product—even if the reader *does* forget the advertisement two minutes after he has read it.

#### Why a Reader Really Buys

For a reader doesn't necessarily buy a product because he remembers an advertisement. Nor is he necessarily sold by an advertisement because he remembers what product it advertised. He is sold and he buys because of the second requirement of a good advertisement—that it make an impression, and a favorable one. He may forget all about the advertisement. What it looked like. What it advertised. He may even lose sight of the impression it made upon him—if he is *ever* conscious of it. But sometime between his reading the advertisement, or even just seeing it, and his coming face to face with the product, the impression is going to get in its subtle work. It's going to make him buy. And the advertisement that put the impression there is going to be responsible for the sale, even though both advertisement and impression are as gone and forgotten in his mind as yesterday's newspaper.

The perfect advertisement is never going to be a result of Sir Veigh's work. Because no amount of statistics is ever going to reconcile action and human reaction. Not until it comprehends such things as burnt toast in the morning, a stubbed toe at noon, and too heavy a dinner at night

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## The Market and The Medium

Advertising dollars go *farther* in the Indianapolis Radius, because they work under most favorable conditions.

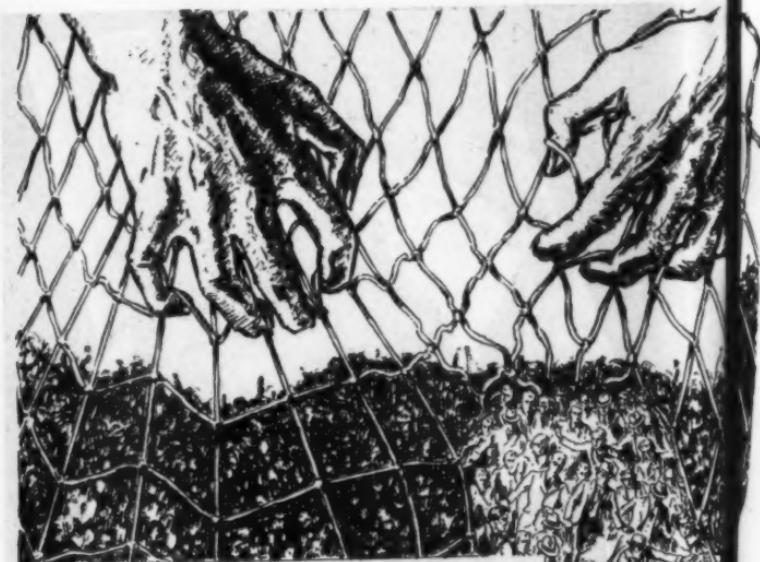
Retail sales were up 16% in January over January, 1934. The News with its more than 145,000 circulation, 96½% home-delivered, does a profitable selling job at one moderate advertising cost.

## *The Indianapolis News*

SELLS THE INDIANAPOLIS RADIUS

New York: Dan A. Carroll, 110 E. 42nd St.

Chicago: J. E. Lutz, 180 N. Mich. Ave.



**PITTSBURGH'S**

**\$450,000,000.**



***Slips Through.***

**NE**

**NATIONAL**

**P**ITTSBURGH's yearly retail purchases of \$450,000,000 look important. They are.

Yet a market of even greater size slips through every sales-net whose meshes do not include the NEW YORK EVENING JOURNAL.

For, in more than 600,000 solid, substantial New York homes the Journal is the preferred newspaper . . . and always has been, year after year, good times or bad.

Without these Journal families, no one can possibly do business in America's largest market with maximum profit.

Their open pocketbooks have meant the whole difference between loss and profit to scores of manufacturers.

# NEW YORK JOURNAL

THE NECESSARY NEWSPAPER

NATIONALLY REPRESENTED BY RODNEY E. BOONE ORGANIZATION

—not to mention the weather at all times.

And then it's going to be too darned involved to be of much use. And that will be a blessing for all of us. And until that time, and after, the best place to create and judge effective headlines and copy is going to be right inside the good old dome. And that is why good domes are always going to be in demand.

Sir Veigh may be able to un-

cover a lot of things, but one thing he'll never be able to uncover is how to create the most effective captions and the best selling copy. They are going to be both compounded and tested in the finest laboratory yet equipped for probing into the mysteries of human nature—the human psyche itself. There all the answers are. And a guy like Sir Veigh doesn't have to be paid for a crazy attempt to get them.

\* \* \*

### George Bijur to Direct CBS Sales Promotion

George Bijur, for the last two years director of publicity and sales of L. Bamberger & Company, Newark, N. J., has resigned to become director of sales promotion of the Columbia Broadcasting System, New York.

He will assume the position recently held by Paul W. Kesten, who is now executive vice-president of Columbia. Mr. Bijur's resignation is effective March 1, and after a brief vacation he will assume his new work with Columbia, March 15.

Previous to joining Bamberger's, he was assistant publicity director of R. H. Macy & Co., and, prior to that, he had been publicity director for Bonwit Teller & Co., and had also been with Erwin, Wasey & Company.

\* \* \*

### Remington Portable Moves

The mail-order department of Remington Rand, Inc. (Remington Portable Typewriters) has moved from Buffalo, N. Y., to 205 East 42nd Street, New York. David H. Dickson has succeeded Curtis F. Moss as manager. The advertising account will be handled in New York by H. G. Canda and W. J. O'Donnell, of Batten, Barton, Durstine & Osborn, Inc.

\* \* \*

### Joins R. Wallace & Sons

M. L. Gundlach, formerly with the Beetleware Corporation, has joined the R. Wallace & Sons Mfg. Company, Wallingford, Conn., silverware. He will specialize in premium sales.

\* \* \*

### Jenkins with "The Rotarian"

Homer D. Jenkins, formerly associated with Criterion Service in the Chicago office, has joined the advertising staff of *The Rotarian* at that city.

\* \* \*

### Dresner Adds Dunay

Sidney Dunay has joined the merchandising division of J. Dresner, New York agency. He will also write copy.

### Haslam Heads Standard Oil of New Jersey Sales

R. T. Haslam has been appointed general sales manager of the domestic marketing affiliates of the Standard Oil Company (N. J.). He will supervise wholesale, retail and tank car sales of the four companies comprising the Esso Marketers. These are the Standard Oil Companies of New Jersey, Pennsylvania and Louisiana and the Colonial Beacon Oil Company.

Joining Standard Oil Company of New Jersey in 1927 Mr. Haslam later became a director of the Standard Oil Development Company of which he subsequently became general manager and vice-president.

In 1933, as senior vice-president he also took charge of the lubrication sales department of the Esso Marketers. In his new position, he remains as vice-president and executive committee member of the development company.

\* \* \*

### Hoedt Studios Elect Munch

J. A. Munch, who has been with the W. H. Hoedt Studios, Inc., Philadelphia, for the last twenty-three years, has been elected president. Other officers elected are Raymond A. Hollis, vice-president and Miss E. V. Wilson, secretary-treasurer.

\* \* \*

### New Milwaukee Business

John E. Fitzgibbon, until a few years ago sales manager of the Phoenix Hosiery Company, has formed a new advertising business to be known as Associates of John E. Fitzgibbon, with headquarters in the Railway Exchange Building, Milwaukee.

\* \* \*

### To Represent Winona Paper

The Winona, Minn., *Republican-Herald* has appointed Noee, Rothenburg & Jann, Inc., as its national advertising representative, effective April 1.

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### Open Design Studio

Vance Gordon Spencer and John C. Domoe have opened an industrial design studio at 121 Opera Place, Cincinnati.

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# One Rate for All!

## Elimination of Local-National Newspaper Differential Is Recommended by Inland Daily Press Association

ONE rate card for all newspaper advertising space—be the advertiser's place of business across the street or across the continent.

This blueprint for streamlining the newspaper rate structure, completely discarding the local-national rate differential, was approved by the Inland Daily Press Association at its convention at Chicago last week. Study of the sales resistance to the newspaper as a national medium offered by the longstanding two-card rate system has convinced these publishers that an identical rate for local and national advertising is desirable.

It is inherent in the reasoning behind the proposition that the establishment of that one rate would mean, generally speaking, lower rates for advertising placed by manufacturers through national channels.

Local, or retail, rates would, on the other hand, be somewhat higher than at present.

The resolution which stated this revolutionary departure from fundamental newspaper rate concepts carried with but one dissenting voice. It reads:

WHEREAS, the Inland Daily Press Association is a regional newspaper organization and its action cannot bind its members, it is recommended that the following resolution be passed to the various State newspaper organizations for consideration.

RESOLVED, by members of the Inland Daily Press Association, as recommended by the committee on retail-general advertising rates, that it is desirable to establish one rate card for all advertising space.

RESOLVED FURTHER, that inasmuch as it is recognized that it would be difficult for all newspapers to make this change immediately, it is recommended that this change be brought about gradually and that progressive changes be made in advertising rates

until the ultimate one rate-card system can be adopted.

BE IT FURTHER RESOLVED, that in order to serve the best interests of all concerned, a system of business classifications be established in which retail and general rates are identical.

As is immediately apparent from a reading of the text of the action, advertisers needn't bother looking for the new rate cards in tomorrow morning's mail. The Inland's resolution is simply a statement of recommendation of a course that its individual members follow, albeit a highly significant one, representing as it does the first collective expression by a major publishers association (265 member newspapers in twenty Middle Western States) calling for abandonment of the national rate differential.

The resolution contemplates that each publisher appraise his rate structure on a realistic cost basis, and establish an advertising rate accordingly. That will take time.

Moreover, so radical a revision of policy can only be applied in an evolutionary manner. As the resolution suggests, the one-rate system will be introduced gradually by individual product classifications. Thus, for example, all automobile advertising might be put on the same rate, regardless of whether the copy emanates from John Jones, local dealer, or the manufacturing plant a thousand miles away. Tires might next be placed on that basis. Then all electrical appliance advertising. And so on, until every class of advertising is offered space at a single rate.

The problems for the newspaper arising from the differential have been many and perplexing, and increasing recognition has been taken of them during the last six months. Manufacturers have diverted national copy through their dealers at the lower local rate, both di-



Linwood I. Noyes

rectly and by the medium of the advertising allowance. Whole classifications of national advertising have virtually disappeared, so far as their placement through national channels is concerned.

Not always has the dealer advertising allowance been spent for newspaper copy, as the manufacturer might have intended. In other cases, local merchants have wholesaled newspaper space to the manufacturer, taking themselves the difference between the local and national rate. Worst of all, the general state of confusion has naturally caused advertising agencies to regard the newspaper as a national medium, since local placement means loss of commission.

These considerations were placed before the convention by R. D. Sanche, of the Wausau, Wis., *Record-Herald*, chairman of the committee appointed by the association to make a thorough study of the whole matter. The committee's conclusion was that removal of the rate discrimination against the out-of-town advertiser is the one inevitable solution to the advertising allowance problem and that such a procedure is wholly feasible from a cost standpoint.

Examination of typical newspaper rate cards, the committee reported, showed that local advertis-

ing rates are too low, on the whole. It was the committee's judgment that the cost of local business-taking in sales staff salaries, all applicable items of overhead, composing room expense and all other servicing costs—is probably no less than the advertising agency and special representative commissions applicable to the sales cost on national business. Each publisher was urged to get down to bed-rock and investigate all his costs of getting business, then set one rate for all comers.

The committee's research indicated that in the majority of cases this might mean an increase in the local rate and a decrease of the national to that level. On the other hand, there are some members who have either no differential or a very slight one, in which case there would be no appreciable change.

The next question is whether the volume and frequency discounts given local advertisers should then be made available to the national advertiser. Emphasizing again that the whole proposition is one which each publisher must work out to suit his own conditions, Mr. Sanche stated that if such a discount is offered retailers it should logically be offered the manufacturer.

#### Resolution Disapproves of Grade Labeling

Vigorous disapproval of grade labeling and all attempts to standardize consumer merchandise was voiced in another resolution adopted at the meeting. The association declared its intention to oppose "in every legitimate way at its disposal" the legal enactment, in the pending revision of the Federal Food and Drug Act or elsewhere, of compulsory grade labeling requirements or a voluntary Government inspection service for manufacturers upon which can be based label grades having governmental sanction and endorsement. At the same time, a reservation was stated to the effect that the establishment of minimum standards of quality for the benefit and protection of the consumer is not opposed.

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The publishers also expressed an emphatic negative in the matter of sale of news by press associations to advertising sponsors for radio broadcast purposes. The present status of broadcasting of news under the operations of Press-Radio Bureau was approved.

The convention marked the fiftieth anniversary of the association, an occasion which was observed with a "Golden Jubilee" banquet, addressed by William Allen White, editor of the Emporia, Kans., *Gazette*. Col. R. R. McCormick, publisher of the Chicago *Tribune*, Elisha Hanson, Counsel of the American Newspaper Publishers Association, and Col. Guy T. Viskniskki, were other featured speakers at the sessions.

Linwood I. Noyes, publisher of the Ironwood, Mich., *Globe*, was elected president. He succeeds Verne E. Joy, publisher of the Centralia, Ill., *Sentinel*, who was elected chairman of the board of directors.

J. S. Gray, Monroe, Mich., *News*, was named first vice-president and John L. Meyer was re-elected secretary-treasurer. The following vice-presidents, one for each State represented in Inland membership, were elected: A. G. Hill, Ft. Collins, Colo., *Express-Courier*; E. F. McDermott, Idaho Falls, Idaho, *Post-Register*; A. W. Shipton, Springfield, Ill., *State Journal*; Walter S. Chambers, New Castle,

Ind., *Courier-Times*; A. M. Clapp, Clinton, Iowa, *Herald*; W. A. Bailey, Kansas City, Kans., *Kansas*; Elliot C. Mitchell, Paducah, Ky., *Sun-Democrat*; Stuart H. Perry, Adrian, Mich., *Telegram*; H. Z. Mitchell, Bemidji, Minn., *Pioneer*; Fred Naeter, Cape Girardeau, Mo., *Southeast Missourian*; O. S. Warden, Great Falls, Mont., *Tribune*; Frank D. Throop, Lincoln, Nebr., *Star*; G. B. Williams, Geneva, N. Y., *Times*; Norman D. Black, Fargo, N. D., *Forum*; R. L. Heminger, Findlay, Ohio, *Republican-Courier*; J. H. Bixby, Muskogee, Okla., *Phoenix-Times-Democrat*; E. J. Kahler, Sioux Falls, S. D., *Argus-Leader*; F. J. Fitzpatrick, Salt Lake City, Utah, *Tribune-Telegram*; Howard A. Quirt, Marshfield, Wis., *News-Herald*; Earl E. Hanway, Casper, Wyo., *Tribune-Herald*. H. B. Burgoine, St. Catharines, Ont., *Standard*, was re-elected Canadian vice-president.

R. R. O'Brien, Council Bluffs, Iowa, *Nonpareil*, was elected to the board of directors for a three-year term and Verne E. Joy was elected for one year. Directors re-elected were F. E. Milligan, Ft. Scott, Kans., *Tribune-Monitor*, and John Huston, Ottumwa, Iowa, *Courier*. James Todd, Moberly, Mo., *Monitor-Index*, was elected vice-chairman of the board and George W. Purcell, Bloomington, Ind., *Evening World*, was elected secretary.

\* \* \*

#### Toronto Agencies Amalgamate

E. W. Reynolds & Company, Ltd., and MacDonald, Pettis and Micht, Ltd., Toronto advertising agencies, have amalgamated. The business will operate under the name of E. W. Reynolds & Company, Ltd. Principals in the merger are E. W. Reynolds, Walter Dandie and George H. MacDonald.

\* \* \*

#### Gildea with "Today"

E. M. Gildea has been appointed promotion manager of *Today*, New York. He formerly was with the general staff of the Hearst Newspapers.

\* \* \*

#### Joins Ad-Craftsmen

Victor H. Snow has joined the staff of Ad-Craftsmen, Salt Lake City agency, as an account executive.

#### Addison Vars Appointed

The Victor Safe & Equipment Company, North Tonawanda, N. Y., has placed its advertising account with Addison Vars, Inc., Buffalo, N. Y., agency. Business papers and magazines will be used.

\* \* \*

#### With Salt Lake Papers

LeRoy Simmons, formerly with Stevens & Wallis, Inc., Salt Lake City agency, has become promotion manager of the *Tribune* and *Telegram*, of that city.

\* \* \*

#### Death of S. K. Little

Stephen K. Little, sales manager of the Princeton University Press and advertising manager of the *Princeton Alumni Weekly*, died this week at New York, aged thirty-three.

# AAA Menaces Advertising

*Printers' Ink Bureau,  
Washington, D. C.  
(By Telegraph)*

INDIRECT interference with expenditures for advertising by administrators of the Agricultural Act is feared by packers, foodstuffs manufacturers, organized farm groups, millers and other processors and distributors of foodstuffs appearing before the house committee on agriculture this week if the amendments to the act are passed as at present worded.

There is no specific mention of advertising in the amendments, and Chester C. Davis, AAA Administrator, has denied that there is any intention to limit advertising charges, but the processors are not convinced and are busy making arguments against the wording of the amendments.

The reference to "quotas or allotments limiting the amount of the commodity which may be purchased" by processors or handlers in connection with the licensing system, is especially feared because the limitation of the amount of a commodity to be handled would make advertising unnecessary, in the opinion of the processors.

Further, it is feared that the New Deal group which looks upon advertising as a means of increasing the spread between farmers and consumers, would interpret references to "unfair practices and charges" as authorization to limit advertising charges.

Finally, the amendment giving the Secretary of Agriculture access to the books of a corporation may, it is feared, lead to intimations to corporations that their advertising appropriations should be curtailed.

Those who fear the extension of powers to the Secretary of Agriculture point to the experience of the United Prune Growers of California with the marketing agreement with the agricultural adjustment administration.

The 1931 prune crop was mar-

ked at a price that almost spelled ruin for the industry. The growers organized to stabilize the market by pooling a portion of the crop, to improve the quality of the pack, and to launch an advertising campaign to increase consumption and to restore trade confidence through dealer-service work as well as advertising. A new market was also sought through prune bread and prune juice to take care of the sub-standard fruit which had been withdrawn from the market. The results were successful.

However, in order to include the growers and handlers who were benefiting from the campaign but not contributing to its costs, the growers, working with the California prune and apricot growers association and the commercial packers, sought a marketing agreement under the AAA in order that the set-up might become airtight.

In order to have the agreement operative in time for the 1934 prune crop, the growers agreed to trim it to its essentials, which meant that the case for advertising which had been thoroughly prepared, received no consideration. Consideration of advertising has been deferred until spring.

The California prune industry thus has everything under the AAA that it had in its own industry organization—except advertising.

What has happened to the advertising funds of the prune growers is shown by the appropriations since 1932, when it began with \$145,000, was followed in 1933-34 by \$397,000, but this year—1934-35—has been reduced to \$80,000, with no provision made for future advertising expenditures.

The story of the prune growers is therefore one which has spread concern among other producers and distributors that the anti-advertising policies of the AAA may creep into the administration of the newly proposed amendments, although the AAA insists they are unduly alarmed and fearful.

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• The Kentucky tobacco industry paid wages and salaries through darkest depression days.



**• WHEN YOU LIGHT AN OLD GOLD REMEMBER MUCH OF ITS FINE TOBACCO WAS RIPENED IN KENTUCKY.**

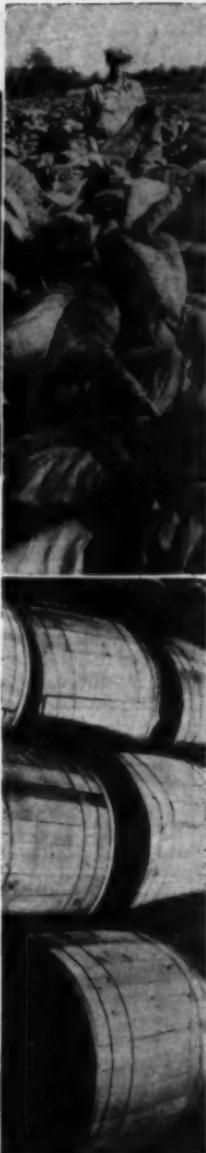
The wage and salary-earning personnel operating the great plants and warehouses of P. Lorillard Company in Kentucky, circulate the payrolls year in and year out.

When millions of smokers were lighting Old Golds during depression days, they helped to keep Kentuckians in money with which to buy more nationally advertised merchandise.

As the Nation smokes Old Golds, through every season and condition, so goes Kentucky prosperity. So, when making advertising schedules, remember that you can cover it for less by using two great newspapers.

- When morning dawns upon the Blue-grass, The Courier-Journal is favorite at the breakfast tables.

- And The Louisville Times completes the coverage at sundown.



REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

**THE COURIER-JOURNAL • THE LOUISVILLE TIMES**

- Give you coverage without competition from dawn to dusk.

# Wool Beats Back

ALL along the woolen front, from grower through to retailer, the industry is building up a war chest with which to fight its way back over a 50 per cent loss in volume over the last twenty years. The Associated Wool Industries has been organized to tackle the problem from three sales promotion angles, publicity, fashion exploitation and retail merchandising.

Growers are contributing ten cents a bag on their new clippings. Quotas have been set for different mills, based on a survey of the textile industry. Dealers in the industry also are making contributions to the fund to finance the campaign in which it is estimated \$150,000 will be spent. The idea is to have the new organization develop plans which will promote the use of wool and stimulate advertising of woolen products.

Continuous study will be made of the possibilities for specific promotions to maintain and to materially increase the sales volume of particular merchandise. Emphasis on

the need of greater advertising by the industry will be stressed. The industry's survey shows that wool has to compete against odds of eleven to one in national advertising. Therefore the association will concentrate on providing information which will not only encourage the various divisions of woolen manufacture and distribution to advertise, but will engage in groundwork which will give the industry things to advertise.

A service section has been established as a clearing house for the interchange of promotion ideas. This also will take charge of collection of funds for the general campaign and subscriptions in support of specific promotions. It will work to extend the selling season from the existing two-month period to six months.

Those co-operating in the industry's program are the National Wool Trade Association, National Association of Wool Manufacturers and the National Wool Growers Association.

\* \* \* \*

## Bonuses for Gas Works Boys

THE gas works used to be a kind of social grade-mark. Beyond it were the railroad tracks, and beyond the tracks lived what social workers of today euphemistically call the under-privileged.

And look at the gas works now! Thanks to merchandising, it's a glistening business enterprise. Its gang—if gang is not a word too impolite—is a crew of spruce and sprightly young salesmen, quick stepping for sales in the modern tempo.

Witnesseth the Philadelphia Gas Works Company whose salesmen are asking their refrigerator customers, brightly:

"What aroused your interest in Electrolux: Newspaper advertisements? Broadsides? Folders? Bill enclosures? Home demonstrations? Conversations with friends? Other influences?"

The answers go to the Electrolux advertising department, there to serve as whetstones upon which the appeals of advertising can be sharpened.

To stimulate deeper and more persistent delving for facts, Electrolux pays, each month, a bonus of \$10 to the salesman whose reports of customer reactions is most accurate, most detailed, and most systematic.

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# Bold Mr. Lea

California Congressman (Florida Papers Please Copy) Would Have Tourist Travel Division in Commerce Department

*Printers' Ink Bureau,  
Washington, D. C.*

IF Clarence Frederick Lea, Democrat, of Santa Rosa, Calif., has his way, there will be a Tourist Travel Division within the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce—and then the fun will begin.

Those who are for this measure are hereby advised to write to their Congressmen and Senators in support of H.R. 5844.

Mr. Lea has been in Congress since and beginning with the sixty-fifth Congress and this is the seventy-fourth, so he ought to know what can be put through the Congressional mill and what goes into the vast bulk of dead and dying measures that linger on in memory only after the last gavel has fallen.

There is a faint suspicion that maybe Mr. Lea doesn't think his chances are so hot, because he asks only for an appropriation of \$75,000 for the first year, with no more than \$125,000 in any year thereafter and nobody can go too far in promoting the tourist business on \$75,000, or even on \$125,000. A fairly good group of executives and helpers in Washington headquarters could eat up \$75,000, unless Mr. Lea has other ideas about that.

But that isn't the main point. The main point concerns the political consequences—yes, and all kinds of other consequences—that are sure to follow if that Division is ever established. Read this section of the bill:

SEC. 2. (a) The Division shall assemble, prepare, display, and distribute such informative materials concerning places of interest, means of transportation, and hotel facilities, and such other data as it deems advisable and advantageous for the

purpose of encouraging travel to and within the borders of the United States including Alaska, Hawaii, Puerto Rico, and the Virgin Islands.

(b) The Division is hereby authorized to co-operate with any governmental or private agency, when so requested, for the purpose of encouraging travel in passenger carriers or vessels built in the United States or licensed or documented under the laws of the United States.

Let anybody try to promote tourist travel to California and Florida at one and the same time! Let them try. Nothing short of civil war could result.

Say that the California climate is salubrious and Florida would paw the air. Say that the Florida climate is salubrious and California will turn into a spittin' bob cat. Let the United States Government turn the wheels of one single roving automobile toward either California or Florida and the fun would be on. Delegations in Congress would rake each other fore and aft. Chambers of Commerce would make the welkin ring, if they could find it. Editorial pages would revive long-forgotten adjectives to do justice to the outrage.

The bill provides that the Secretary of Commerce may, without regard to civil service, appoint "a division chief and such assistant chiefs, technical experts, regional travel commissioners and foreign representatives" as may be necessary, which means he may appoint as many as can be paid out of the appropriation. When appointments are made without regard to civil service, that means the appointments are plums for the faithful. But what woe this stores up for the Secretary. Let him appoint one expert from a tourist-hungry resort, such as Los Angeles, Hot Springs, the Maine Woods or Miami and all other resorts would rise as

one to demand his scalp forthwith. It may be that Congressman Lea, veteran that he is, has sought to interject into the troubled scene of today a counter-irritant—something that will get the minds of men off the fights they now are fighting and onto fights that will engender more downright hate and cussedness without doing the country any harm, beyond the expenditure of \$75,000, which, at that,

would be no more than a good gate for a fight of that kind.

However, it is interesting to note, regardless of the fatalities that might ensue, that someone in Congress is at last turning an eye toward the tourist business, which is in point of cold statistical fact, one of the nation's major industries. Those who don't think so are invited to ask Miami—and then see what Los Angeles says.

\* \* \*

### New Campaign Uses German Copy

H. Underberg-Albrecht, of Rhineberg, Germany, manufacturer of Underberg Bitters, is using copy printed in German in its American newspaper advertising. A test campaign is being run in New Jersey papers in which the entire text is in German with the exception of the name and address of the distributor. This advertising is being handled by Thomas H. Reese & Company, Inc., New York.

### Death of J. S. Gettler

Joseph S. Gettler, for thirty-two years director of publicity and advertising manager of the Outlet Company, Providence, R. I., died at Edgewood, R. I. He was one of the founders of the Town Crier of Rhode Island, advertising and civic club, and was managing director of Station WJAR, until his retirement from active business a year and a half ago. He was sixty-five years old.

### Rapid Electrotyp Ejects Allen

R. T. Allen has been elected vice-president and director of the Rapid Electrotyp Company, Cincinnati. Mr. Allen is the New York representative of the Rapid organization and manager of the Atlantic Electrotyp and Stereotype Company, its Eastern division.

### Adds J. G. Campbell

J. G. Campbell, formerly with the Foster & Kleiser Company and the Sunset Press, both of San Francisco, has joined Langendorf United Bakeries, Inc., of that city, in an advertising capacity.

### Hartford Agency Appointed

S. Augstein & Company, New York, Sacony knitted wear, have placed their advertising account with The Randall Company, Hartford, Conn., agency. Magazines will be used.

### Agency Recognition in Twin Cities

A new unit has been organized by the newspapers and radio stations of St. Paul and Minneapolis to handle matters dealing with advertising agency recognition and the interchange of credit information.

Four stations and five newspapers are members of the group, known as the Association of Twin City Newspapers and Broadcasting Stations. James Cole, national advertising manager of the Minneapolis Tribune, is chairman.

Mr. Cole announces that the new joint group is not a combine of radio stations and newspapers but merely an organization to pass on agency recognition and to make possible interchange of credit data between newspapers and broadcasters.

### Chicago Agency Group Adopts Name

The advertising agency organization formed at Chicago several months ago has adopted as its formal name The Chicago Association of Advertising Agencies. A program of round-table discussions on various agency subjects is planned. The first of these meetings will be for space buyers, with H. R. Van Gunten, Lord & Thomas, as chairman.

### To Exhibit Newspaper Typography

The fifth annual exhibit of newspaper typography will be held under the auspices of N. W. Ayer & Son, Inc., next month. Papers wishing to compete are to send in issues of March 5 so as to arrive in Philadelphia not later than March 15.

### Joins "Building Supply News"

John H. Van Deventer, Jr., formerly publisher of the *Export Advertiser*, on March 1 will join the editorial staff of *Building Supply News*, Chicago. He goes to his new position from the McGraw-Hill Publishing Company.

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# Don'ts for Sales Managers

## 35 Danger Signals That Should Be Heeded in Work of Increasing the Volume

By Harry Simmons

FOR the consideration of those who are concerned with the handling of salesmen, this list of thirty-five suggestions might be interesting:

*1. Don't exaggerate sales possibilities to your men.*

It won't be long before they find you out—and then it will be just too bad for the future.

*2. Don't set quotas at impossible figures.*

Nothing is more pitiful than a hopeless objective; nothing more hopeless than an impossible quota. Setting a man's quota utterly beyond his reach is the surest way to kill his incentive and his interest.

*3. Don't run any contest in which every man hasn't an equal chance.*

Allowances must be made for variable conditions in different types of territories and corrected for different types of men.

*4. Don't fail to acknowledge extra service.*

Many a man does an extra job now and then that is entirely unexpected. Prompt acknowledgment and full appreciation are frequently his greatest reward and the best assurance of his continuing interest and effort.

*5. Don't fail to acknowledge a lead he sends you for another territory.*

If he thinks you don't appreciate his efforts, or if you permit him to become discouraged, his lack of teamwork may lose valuable business for you.

*6. Don't overlook an occasional visit with your men in the field.*

The finest medicine for your men is an occasional visit with them in the territory. Face-to-face analysis of actual conditions often de-

velops a clearer, closer and more satisfactory understanding.

*7. Don't lecture your salesmen.*

You're supposed to be an inspirational leader, not a school teacher. You can teach more by precept and example than you ever will by preaching.

*8. Don't scold a man when he loses an order.*

That's the time to build up his confidence and jack up his courage against the future. It is not *always* his fault when he loses business.

*9. Don't ever humiliate a salesman.*

His self-respect is one of his most precious possessions; when you injure that, you do more damage than you may realize.

*10. Don't fail to give your salesmen an occasional pat on the back.*

Nothing will keep your men happier than frequent recognition and encouragement. You like it yourself, don't you?

*11. Don't be sarcastic with your men.*

Sarcasm leads to bitterness—and bitterness inevitably leads to trouble.

*12. Don't push a salesman to desperation.*

Many a good man has been broken on the wheel of high-pressure management. One square inch of low-pressure leadership by an understanding executive beats a square mile of high-pressure hokey by a wizard. Just as any other mechanism, the human machine has its breaking point, too.

*13. Don't be unfair in any matter of compensation.*

Give a man more than he expects and he will give you more

Feb. 28, 1935

HOUSES  
INCORPORATED  
GRAND CENTRAL PALACE  
460 LEXINGTON AVENUE, NEW YORK  
TELEPHONE ELBORA 8-8790

January 21, 1935.

Mr. Mark Rose, Editor  
Business Week,  
New York, N.Y.

Dear Mr. Rose:

On December 15th, 1934, your magazine carried an article about the new pre-fabricated houses which our affiliated operating company, American Houses, Inc., is placing on the market.

The article did not contain a great deal of information nor was it given prominence in your magazine. To be perfectly frank, I did not pay a great deal of attention to the article because so many other periodicals and newspapers were giving the story a much better play than you did. However, the tremendous number of letters we have received from every State as a result of your article compels us to sit up and take notice, and to write you a word of appreciation.

Having formerly been in the publishing business myself, I know what it means to have the pull of the magazine last over a long period. It shows that your readers think well enough of the magazine to keep it around the house.

It is now January 21st or nearly four weeks since you published the article. The large number of inquiries that we have received day seems to have remained constant throughout this period.

Very truly yours,

HOUSES INC.  
John J. August  
President

PG:mv

"other periodicals and newspapers gave it a better play..."

"tremendous number of letters from every state as a result of your article compels me to sit up and take notice"

"four weeks since you published articles...large number of inquiries received each day seems to have remained constant..."

Which is just another bit of evidence confirming what Business Week advertisers know so well!

Business Week exerts a greater influence on what business executives think, do and buy - than any other publication.

## BUSINESS WEEK

The Executives' Business Paper  
330 WEST 42nd STREET, NEW YORK, N. Y.

than you expect. A slight prodigality of compensation frequently results in a corresponding prodigality of effort. After all, the latter is the more important!

*14. Don't "ride" a salesman if business is temporarily poor.*

Conditions in the field actually may be responsible; and if you are not careful you can shatter a man's morale completely.

*15. Don't fail to back up your salesman in an argument with a customer.*

It may be true that "the customer is always right"—but by occasionally standing up for the salesman in clear-cut cases, you will gain much respect for him and for the house; and you will frequently forestall a continuing round of petty complaints from the customer.

*16. Don't fritter away your men's energy with too much paper work.*

Too many men are spending too much of their time writing too many reports.

*17. Don't pester your men with too many outside duties.*

Leave them free to do the important selling job for which they were hired. You can undoubtedly use the mails to do many of the other little jobs.

*18. Don't give any man a promise you can't keep.*

"Every brave man is a man of his word." A broken promise is a break in faith; and lack of faith is the world's greatest destroyer of business morale.

*19. Don't give one man less service than another.*

Every man considers himself entitled to everything you've got, regardless of his sales volume. And every man is right!

*20. Don't betray a man's confidence.*

Chances are, you can only do it once—but that once is too much! Carry tales—and you are through with that man, or perhaps I should say, he is through with you.

*21. Don't fail to support a man before a higher executive.*

In so doing, you not only justify your own judgment, but you also

build up a fine spirit of loyalty in your men. Good news travels through a sales force just as rapidly as bad news.

*22. Don't ignore your man's suggestions as to territorial lines.*

He may have discovered something about the territory that you don't know. Being on the ground, he sometimes senses changes quicker than you can.

*23. Don't let your men "yes" you to death.*

Let it be known that you stifle reasonable differences of opinion and all prospect of growth is gone. The yes-man of servility is the no-man of progress.

*24. Don't fail to write occasional personal letters to your men.*

Continual form letters and bulletins dull the edge of personal friendship. Nothing builds personal effort more readily than personal contact.

*25. Don't patronize your salesmen.*

Contacting your men on a basis of equality is the only way to equalize your mutual efforts.

*26. Don't force a man to do anything against his expressed opposition.*

If you can't sell him on the idea, drop it. Otherwise, the insincerity of his effort will be measured by the depth of his opposition; and nothing done faintheartedly results in any good.

*27. Don't ever fire a man without fair notice, except for one cause.*

This is a small world and unfair tactics quickly come home to roost. Dishonesty is the only cause that justifies the extreme penalty.

*28. Don't feature one man too much in any contest.*

It isn't good for him, or for the others. In the one case it results in self-importance; in the other, it results in jealousy, large or small.

*29. Don't overlook an occasional inspirational letter from "higher-ups."*

Every man likes to feel that the "big boss" knows of his existence.

*30. Don't expect a man to run*

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Feb. 28, 1935

## PRINTERS' INK

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along without occasional re-charging.

The human machine is just like a battery—it runs down regularly and must be re-charged promptly. You are the generator!

31. Don't "call down" a salesman on a customer's complaint.

Remember, there are always two sides to a story—and your salesman's side may be just as important as the customer's.

32. Don't "pick" on a man for small expense items.

The cost of increasing a salesman's irritation on petty items is sometimes greater than the cost of the items involved.

33. Don't "rile" your men by

constantly pointing out their deficiencies.

None of us is perfect—and none of us enjoy being told so too often. Repetition of this kind does more harm than good.

34. Don't forget a salesman needs an occasional holiday.

The daily grind of selling is the toughest job on earth. Any kind of occasional holiday is a blessed relief and makes one fit for a renewal of effort.

35. Above all, be loyal to your men!

Loyalty is the greatest virtue in man's employment by man, and the greatest source of profit to business.

\* \* \*

#### Publishes Newspaper for Young People

The first issue of *The Boys' and Girls' Newspaper*, new weekly published by The Parents' Magazine Affiliated Press, Inc., New York, made its appearance this week. It is tabloid in size and covers world events and features which "boys and girls want to read." George J. Hecht, publisher of *The Parents' Magazine*, is also publisher of the new weekly. Charles G. Muller is editor.

#### Young & Rubican Appointed

M. A. Linton, chairman of the 1935 Life Insurance Week Committee and president of the Provident Life Insurance Company, has announced the appointment of Young & Rubicam to handle the advertising for the campaign which will be conducted during the week of May 13. Newspapers will be used.

#### W & H Advance Spitzer

Silas Spitzer, in charge of advertising and publicity of Weber & Heilbroner, New York, has been made a vice-president of the company. William Teitelbaum also has been made a vice-president and director.

#### Names Fort Worth Agency

The Vinnedge Company, Fort Worth, foods, has appointed the Advertising Business Company, of that city, to direct its advertising account.

#### Durand Candy to B. B. D. O.

The Durand Company, Cambridge, Mass., candy, has placed its advertising account with Batten, Barton, Durstine & Osborn, Inc.

#### Albert Shaw, Jr., Heads "Review of Reviews"

Albert Shaw, Jr., has been elected president of the *Review of Reviews* Corporation, New York. He succeeds his father, Dr. Albert Shaw who, after serving years in this office, now becomes chairman of the board.

Howard Florance was elected vice-president as also was Edward F. Healy, who continues as director of advertising.

Roger Shaw was elected secretary and Ralph C. Rockafellow, treasurer.

#### Advertiser Wins Suit

The John W. Gottschalk Manufacturing Company, Philadelphia, maker of metal sponges, has won a patent infringement suit brought against the Springfield Wire & Tinsel Company. The court's decree established the fact that Gottschalk introduced its metal sponge product in 1926 and since that time has sold over twenty-five million.

#### With Fertig

Christian Valentine, Jr., formerly with the Federal Advertising Agency, has joined Lawrence Fertig & Company, Inc., New York, as an art director. Stanley Dusek remains as chief art director.

#### Has Cosmetic Account

The Moon Glow Cosmetic Company, Ltd., Hollywood, Moon Glow Nail polishes, has appointed Small, Kleppner & Seiffer, Inc., New York agency, to direct its advertising.

#### Joins "New Outlook"

David D. Lee has joined the sales staff of the *New Outlook*, New York.

# Postscript Advertising

**Often What Seems to Be Casual Afterthought Does Selling Job in Spreading Line**

By B. F. Berfield

**A** LINE of products presents many interesting advertising problems, not the least of which is how much of any single advertisement should be devoted to a single product, how much to others in the line.

As a general thing the advertisement that devotes itself largely to a single product, that gives a convincing sales story for that product and it alone, and then ties in the rest of the line with a pleasant postscript is more profitable than the advertisement that tries to spread the story over the entire line. The manufacturer who follows the latter scheme usually finds that to succeed he must make heavy investments in space.

In current advertisements there are plenty of good examples of postscript advertising, of copy that uses its main selling job as a lever to get notice and acceptance for other or minor products.

This copy helps to solve various problems.

First, is that of the manufacturer with a leader, an outstanding and well-known seller, and other products that have been added since the leader won its popularity.

Second, there is the manufacturer who has had such a leader for years but has brought out a new product that he feels needs emphasis. Yet he realizes that it will be unwise to forget the leader entirely for two reasons; it is never good merchandising to let up all pressure on a successful seller, and also usually the new product can profit from the prestige of an established leader.

Third, there is the manufacturer who has two or three products of equal merit. He finds it necessary to devote the major part of his space to a single product, but does

not want to forget his others.

Fourth, there is the manufacturer who has seasonal products. He finds it unprofitable to advertise one or two of these heavily during certain seasons when the other products are good sellers. Yet he does not want prospects to forget his line during any season.

Fifth, there is the manufacturer who makes an accessory product. A good example of this is the maker of fountain pens who also makes ink. Generally his big profits are in the pen end of the line, but he doesn't want prospects to overlook the ink.

All of these are fairly common problems. A brief study of some current advertisements will show how they are being solved.

*Cannon Mills, Inc.:* A four-color page devoted to Cannon Towels. Set into the illustration is a copy block devoted almost entirely to towels. At the bottom of this is the following paragraph:

P. S. . . Cannon Sheets have as many fine points as Cannon Towels. They keep their fresh look and feel for years and years. . . . And you'll find a Cannon Sheet in each price class, for every bed—always a top value, grade for grade and size for size.

Note that often the advertiser actually uses the term "P.S." for his postscript copy block.

*Colgate-Palmolive-Peet:* Entire advertisement, except for four lines, devoted to Colgate's Rapid-Shave Creams. The four lines are:

P. S. For a perfect finish to your Colgate shave, try Colgate's After-Shave Lotion, and Colgate's Talc for men.

*Del Monte:* This is an interest-

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NATIONA

Job

Pittsburgh Sun-Telegraph

SEVENTH  
IN THE UNITED STATES  
In Total Display Advertising  
1934

Authority Media Records Inc



**Pittsburgh Sun-Telegraph**

*Daily and Sunday*

☆ ☆ ☆ ☆ ☆ ☆ ☆

NATIONALLY REPRESENTED BY PAUL BLOCK & ASSOCIATES



A Cannon Towel advertisement uses an actual P. S. to mention Cannon Sheets—Del Monte brings its coffee into the picture with a "pinned on" postscript

ing example because the advertisement deals almost entirely with canned foods, featuring three products and mentioning nine others in the main body of the copy. However, down in a corner of the page, as though it were a separate piece of paper pinned there (the pin is actually drawn and the copy block shown against a shaded blue background) is this message:

And don't forget to "find-out" about Del Monte Ortho-Cut Coffee—more flavor and better flavor, too!

*Kaufmann Bros. & Bondy, Inc.:* The main copy theme of this single column is the Drinkless Kaywoodies. At the bottom, in less than two inches of space, is this message, mostly in script:

Ask your dealer to show you Super-Grain, a Super-Kaywoodie, \$5. Each pipe a rare and beautiful specimen—pick of the world's choicest briar roots.

*General Electric Company:* Copy in a single column tells about Photoflood lamps. At bottom of column, in a block a little more than an inch deep, illustrated by a picture of product, are these words:

For action pictures and shots of babies and pets, use G-E Mazda Photoflash lamps. They operate simply, in light socket or from flashlight batteries. Enable even box cameras to get lively night shots. Each lamp gets one picture. Retail for 15 cents.

*The Yale & Towne Mfg. Co.:* At end of column advertisement for door closers are two copy blocks, each illustrated by black-and-white drawing of product. They say:

Yale padlocks are known the world over for the dependable security they provide. Wherever padlock protection is needed, be sure to use Yale.

Yale auxiliary locks on all entrance doors not protected by Yale cylinder mortise locks are essential to the complete security of your home.

*The Parker Pen Co.:* Full page with all except inch-deep block devoted to the Parker Vacumatic Pen. Copy block, illustrated by a small halftone of a Quink bottle says:

This new ink discovery makes a pen a self-cleaner. To get the best

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results from your new Vacumatic Filler—or from any pen—ask your dealer for Parker Quink. This new quick-drying, non-clogging writing ink contains a secret solvent that cleans the pen as it writes. If you want to try before you buy Parker Quink, send your name and address for 20,000-word trial bottle free. Address Dept. 162.

Here the copy postscript takes on many of the attributes of a coupon.

*John Morrell & Co.:* Entire advertisement except signature block, talks about Red Heart Dog food. The block, however, uses signature tie-up to advertise other products. Below the company name are the words "Purveyors of famous 'Morrell's Pride' Hams and Bacon."

*Munsingwear:* The same idea is expanded in an advertisement for Foundettes. Below the signature is this message, in five lines:

Munsingwear makes all styles of fine undergarments in all types of fabrics. For men, women and children. Bloomers . . . panties . . . chemises . . . sleeping and lounging garments . . . as well as hosiery . . . waterwear and sweaters.

*Stanco, Inc., and Wilson Brothers:* The same idea is carried out by both of these manufacturers. Stanco, at the bottom of an advertisement for Mistol Drops carries line "Made by Makers of Nujol." Wilson, at bottom of advertisement for Faultless Nobelt Pajamas, carries message saying "Tailored exclusively by Wilson Brothers, also makers of V-line Shirts, Super Shorts, Buffer Heel and Toe Hose, Wilbro Neckwear.

This, of course, represents a bare minimum of postscript tie-in, but is particularly valuable in cases where a well-known leader or leaders are not otherwise mentioned in the advertising.

*The Mennen Company:* This is an interesting example of a coupon postscript. The main copy is devoted to Mennen Lather Shave and Brushless Shave. Below is a two-inch, double-column coupon, half of which is taken up with an illustration of five products. The coupon copy reads:

Skin Tester Kit. 5 Products for 10¢. "Yes, Mr. Mennen, I'll make the test. Send along your Skin Tester Kit containing trial sizes of Mennen Lather Shave, Brushless Shave, Talcum for men, Skin Bracer, and a Mennen double-edge blade." Send coupon with 10¢ in coin to The Mennen Company, Newark, N. J. Dept. S-31.

Below is space for prospect's signature and address.

\* \* \*

The examples studied show the variety of methods in which the postscript can be used to do a tie-in job.

The idea, of course, is one of the oldest in all advertising, but in spite of its age it is subject to many new and interesting variations. A study of current copy shows that a surprisingly large number of manufacturers who could make excellent use of the postscript idea do not avail themselves of its advantages.

It does not add a nickel of expense for space costs and may bring in good dollars in profitable returns.

\* \* \*

#### Craven & Hedrick Changes

Franklin P. Cook, who has resigned as vice-president of Craven & Hedrick, New York agency, is succeeded as manager of the Atlantic City office by Mrs. Ruth H. Allen, formerly director of publicity of the Pennsylvania Republican National Committee. Arthur Barnes, who has been Florida representative of the agency, is now located in the New York office.

#### Name Simmonds & Simmonds

Simmonds & Simmonds, Inc., Chicago agency, has been appointed to direct the advertising accounts of the Anderson Box Company, Indianapolis, chick boxes and poultry supplies; Nowak Milling Corporation, Hammond, Ind., stock and poultry feeds; Wolf Hatching & Breeding Company, Gibsonburg, Ohio, baby chicks, and the Elam Sprunger Hatchery, Ft. Wayne, Ind., baby chicks.



Fairchild  
Aerial  
Surveys  
Inc.

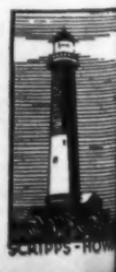
## JANUARY GAINS . . . . .

|                         |         |        |   |
|-------------------------|---------|--------|---|
| Total Display .....     | 134,428 | 46.4%  | U |
| Retail Display .....    | 122,387 | 72.6%  | U |
| Department Stores ..... | 39,104  | 93.6%  | U |
| Clothing Stores .....   | 22,116  | 96.1%  | U |
| Furniture .....         | 5,452   | 58.4%  | U |
| Retail Grocers .....    | 13,625  | 196.0% | U |

WE ARE HAPPY TO SAY THAT THE OTHER BUFFALO NEWSPAPERS GAIN  
TOO—PROVING BUFFALO IS A PROFITABLE MARKET RIGHT NO

THE

MEMBER OF THE UNITED  
PRESS . . . ASSOCIATED  
PRESS . . . AUDIT BUREAU  
OF CIRCULATIONS  
METROPOLITAN SUNDAY  
NEWSPAPERS . . . THIS WEEK  
and of  
MEDIA RECORDS, INC.





# GREATEST RETAIL LINAGE GAIN IN U. S. . . .

**A**FTER gaining more than 2,500,000 lines in 1934 . . . and after leading the *entire United States in retail linage increase . . .* the Buffalo Times in 1935 continues to forge ahead.

**D**URING January, 1935, The Times gained 134,428 lines of Total Display and again registered notable increases in important classifications.

**T**HE growing circulation of *The Times represents sound Scripps-Howard value and provides powerful coverage in New York State's Second Largest Market.*

## The Buffalo Times

A SCRIPPS - HOWARD NEWSPAPER

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NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD  
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY  
CHICAGO . SAN FRANCISCO . LOS ANGELES  
DALLAS . DETROIT . PHILADELPHIA . ATLANTA

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# The Banker and Advertising

H. CHARLES SIECK INCORPORATED  
LIMITED  
LOS ANGELES

*Editor of PRINTERS' INK:*

As a thorough reader of your worthy publication over many years my attention naturally was attracted to your editorial, January 31, "Torches in the Darkness."

While I know that you do not conduct or invite an open forum\* in your editorial columns, I did want nevertheless to bring to your notice the fact that had the entire subject matter of my address been available to you, you would have noted that I applied a two-edged sword cutting at the root of both sides.

Strange that the bankers' publication should modestly take excerpts laying most of the blame at their door step—and your publication should bring out the other side of the question. I like that, for "confession is good for the soul" and once both sides to this important question agree that there is something lacking and then do something about it—then we start making progress.

**\*Editor's Note:** You are wrong about this, Mr. Sieck. Of course we have to draw the line somewhere, because of space limitations. But our columns are open for a discussion of matters of general interest to advertisers.

You are entirely right. Many in advertising agency work have not taken the banker into their confidence to ascertain the financial viewpoint as concerns a proposed advertising investment—perhaps because the banker's viewpoint has been somewhat befogged because he was "seeing through a glass eye darkly."

No indeed, I'm not a banker-baiter. I do recognize they are but human and in business to make money. Their stock in trade happens to be money instead of sugar, beans, shoes or furniture—and all that I ask is that they take more of the merchant's viewpoint as concerns their stock and get busy and merchandise it through such channels as we advertising agencies and our clients provide. If we all would get together—provide turnover for the banker's merchandise—and he in turn get down on the ground floor with us and offer his wares, why, you see, that would help start the ball rolling faster.

It is just since the depression that we have heard that "bankers are custodians of their depositors' money." Before that time they appeared to think it belonged to them without any strings. It seems to me that a happy middle road between those two extremes would benefit all.

H. CHARLES SIECK,  
President.



## Caro Joins Ludgin Agency

J. H. Caro has resigned as advertising manager of Albert Pick Company, Inc., Chicago, to join Earle Ludgin, Inc., agency of that city, as an account executive.

## Lampman Starts Own Service

W. Demary Lampman has opened an advertising service in the Brisbane Building, Buffalo, N. Y. He formerly was vice-president of the agency operated by Wolf, Barry and Lampman.



## Trade Group Elects Quimby

Harold R. Quimby, editor of *The Shoe Style Digest*, Boston, has been elected managing director of the newly organized New England Shoe Merchants Council.

## Heads Philadelphia Bureau

Albert L. Freeman, of Samuel T. Freeman & Company, auctioneers and appraisers, has been elected president of the Better Business Bureau of Philadelphia.

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# Going Over Hopkins' Head

A Recommendation for a Better Salary Loses the Good-Will of an Advertising Manager

By A. Wineburgh

SOME time about the turn of the century I called upon Swift & Company in Chicago. Claude Hopkins was then their advertising manager. None of my many calls on him resulted in my selling advertising to him.

It was during one of these calls that Hopkins left the desk, which was railed off from other desks in a large room, next to the main aisle. A gentleman walking through this aisle and seeing me sitting at the desk waiting for the return of Hopkins, said he would like to have me step into his office.

He opened a door on which was painted the name "Louis Swift."

Mr. Swift said that he had seen me at Hopkins' desk on different occasions, and knowing that I must be an advertising man, wanted me to tell him why he had never been able to get an advertising manager to get results from his advertising investment.

His appropriation at that time, he said, amounted to about \$300,000 a year.

An advertising man had to tell "why" about so many things, I felt I could not run the risk of not knowing how to answer this question. So I answered frankly.

I said that I did not know what salary he was paying Hopkins, or any of his other advertising man-

agers, but I did know that a man who was spending \$300,000 a year in buying so intangible a thing as advertising was worth more than the salary he was being paid.

I was sure in my own mind that the salary was not over \$5,000 a year. My contention was that when a proposition was made involving the expenditure of \$25,000 or \$50,000, a man who was to decide upon it always thought to himself that in order to earn \$30,000, it would take him ten years. Such a man should not be the one to handle an expenditure of that size at one time.

It was easier for him to buy advertising amounting to \$100, or \$1,000 or \$5,000. This resulted in his buying many little things, not one thing big or strong enough to do the job.

I told Mr. Swift the fault was his. An advertising man spending \$300,000 a year at that time was entitled to \$10,000 or \$20,000 a year. Peanuts don't grow watermelons, and it was a peanut salary he was paying.

I was sure I had done Hopkins a good turn. When I returned to his desk, at which he was sitting, he said to me, "That will be all." He refused to let me say anything further, either in explanation of my discussion with Mr. Swift or otherwise.

Never again did he see me. Obviously, he never forgave me for "going over his head."

(Copyrighted by A. Wineburgh, 1935)



## Joins Birmingham "Age-Herald"

T. Van der Veer, of Van der Veer & Company, Birmingham, Ala., direct mail, has resigned to join the Birmingham *Age-Herald* as associate editor.

## Moriarty Transferred

Haberlin Moriarty, who recently rejoined the San Francisco office of the Campbell-Ewald Company, has been transferred to the Detroit office.



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REDE

# *"May I ask the Chief in, too? He's crazy about Vicki Baum"*

We have discovered that readers practically never throw away their copies since Redbook began printing a \$2.00 book-length novel with every issue. There's always someone waiting to read Redbook's novel-of-the-month. Redbook passes out \$24 extra in novels every year, free, you might say—by authors like Hugh Walpole, Sir Philip Gibbs, and such. This month it's the newest by "Grand Hotel" authoress Vicki Baum, her soon-to-be-published "Men Never Know." See what this does for an advertiser. All this extra reading, this extra thumbing through Redbook, means your advertisement gets seen and seen again. Because Redbook is kept longer on the living-room table, your advertisement is in sight longer. And Redbook gives you a double audience for your advertisement—husbands *and* wives. Your advertising page to 725,000 families is only \$1,740.

**REDBOOK**—the magazine plus a book-length novel

# Powerful Little Ads

A Study of Successful Small Space Campaigns, Showing How They Are Planned and Placed

By Robert W. Palmer

**E**XCUSE the length of this letter—I didn't have time to write a shorter one."

That is the purport of a familiar saying, to bear out the thought that it is more difficult to write with brevity than with prolixity. Conversely, many of the sparkling gems of literature have attained fame because their authors wrote and rewrote until the thought they wanted to express was contained in the smallest possible measure, without a single sentence or word too much.

Does this follow through into advertising as well? To write and illustrate advertisements in small space and have them effective is widely admitted to be difficult. Is it possible that as a consequence of this, the use of small advertisements is sometimes passed over in favor of longer and larger ones that may not—may not—be so hard to handle effectively? And conversely, are there any gems of small-space advertising—perfect miniatures of layout, illustration and copy?

Is there a philosophy of use of

small space that may be laid down—a pattern of effective display and rules that may be set to govern what should and should not be done? Probably not; if there are such rules, they are likely to be found in the mail-order field, where greater study has been given to little advertisements and where the ratio of returns to investment has been plotted for years for the purpose of discovering the best types of appeal in copy and the most economical sizes of space to buy.

In an effort to discover what kind of philosophy has been evolved as a result of an intensive study of the uses and limitations of small-space advertising, PRINTERS' INK went to agency account executives who have been responsible for certain campaigns of little ads that have apparently been successful in accomplishing their purpose. Each executive was asked questions that seemed pertinent in his individual case. No effort was made to select campaigns that had to face similar problems; in fact, as it turned out, a study



Kalamazoo Stove uses small space to sell its catalog—the Gibb ads have to pay their own way in direct sales



Three other users of small space whose experiences are related in this article

of the answers indicates that the types of advertising covered are widely diverse. Out of them all it is hoped that something in the way of a formula may be discovered that will apply in cases where the premises are similar.

In an investigation of this kind the advertising agency seems to be indicated as the source where the right sort of information will be obtained, for it is there if anywhere that experience may be collected, based possibly on the results of several campaigns covering a sufficient period of time to give authority to the findings. However, PRINTERS' INK is not endorsing any of these apparent findings. It is merely reporting them as they were given.

The first campaign to be discussed, properly enough, is that in behalf of Kalamazoo stoves—a mail-order campaign pure and simple. For years the maker of these stoves has been selling its stoves direct to the users. "A Kalamazoo direct to you" is one of the oldest slogans of advertising. E. H. Morrissey, president of Horney, Morrissey & Company, tells briefly of the principles governing the advertising:

"In the first place," says Mr. Morrissey, "every Kalamazoo advertisement must bring back \$4

in actual sales for every \$1 spent for space. In some publications we find it more profitable to use color pages and back covers than small copy. In other publications only a 28-line advertisement will pay out on the four-for-one basis.

"Most tests prove that a 28-line advertisement is just as effective as 42 lines or even 84 lines.

"In these small-space advertisements Kalamazoo aims to do only one thing, i.e., sell the catalog. All of the copy is an urge to make the reader send for the book. The book does the actual selling.

"Paradoxically, it has been found that an illustration of the merchandise is more effective than an illustration of a catalog. The headline is vitally important. It doesn't have to be tricky but it must say something that will start action.

"We find that the copy is read no matter how many words are used, nor how small it is set, although we do try to make it as readable as possible. The main thing is to tell the story clearly and succinctly.

"Reverse lettering—that is white on black—has always had more attention value than black on white. There is quite a trick in designing these small advertisements to make them effective. The

average layout man, who loves white space, has a trying time with them, as a rule.

"In the mail-order editions of metropolitan newspapers we are using somewhat larger copy because we have more competition than on the average magazine page. Too often a small advertisement is lost entirely on a newspaper page of mail-order advertising. This would not apply to the average newspaper page where there are fewer advertisements."

#### Started Out with a Double Purpose

We have next a campaign that started off a few years ago to build direct-mail sales but with the purpose always in view of getting retail outlets, after which the direct-mail aim was to be abandoned and sales effort turned toward directing consumers to the dealers' stores. The advertiser is The Gibbs Mfg. Co., which makes among other things hoops for quilting, needlepoint and other heavy needlework. Let R. W. Clark, of the R. W. Clark Advertising Service, tell the story:

"We have been using small-space advertisements for two purposes during the last three or four years," says Mr. Clark. "They are both 'trial balloons' to test consumer interest and 'builder-uppers' to get some trade distribution. And by making them pay their own way in direct sales, they can be used on a national scale, giving us a country-wide cross-section of consumer responsiveness and fairly complete distribution at comparatively low cost.

"The recent practice of making appropriations for individual jobs, coupled with a constant search for new products in the notions and novelty field, was largely responsible for all this heavy work being loaded on the small-space advertisement. To make these small units accomplish so much, it has been necessary to give them the boiled-down essence of all there is in the books or that anyone could dig up out of past experience. Every trick of mail-order selling to consumers, dealers and jobbers, of handling layout and art and of

writing the copy is called upon and even then each advertisement will have several entire revisions before it is put to work.

"From this it would seem that no fixed rules for preparing such units could be propounded. But in reviewing and analyzing some of the more successful advertisements of this kind we have produced and placed in recent years, they seem to follow a pretty definite pattern, almost a formula. So, it should be possible to back-track and spot some rules which might be of value.

"In the first place, there is a tremendous lot of competition for attention.

"The first rule is to make each little ad as nearly self-contained as possible. Odd panel shapes help keep the unit well separated from circles and plain rectangles of which there are many. When this rule is followed, even the 21-liners might be blown up and would not look out of place in any size of space.

"Rule two, the illustration, to do its part of the mail-selling, must not only show every important detail of the product, but show it in use in pleasing, typical surroundings. We have tried photographs, wood-cuts and wash drawings, but find good pen and ink drawings most effective.

#### Copy Is Necessarily Mail-Order

"Rule three, the copy is necessarily mail-order—headlines and sub-heads designed to catch pure prospects and chase away waste 'circulation'—accurate, clear but concentrated description of product and its advantages—concise information as to price, how to remit, how orders are shipped and the final spike to any mail sale—'Satisfaction Guaranteed.'

"Once a layout and illustration are decided upon, copy must be boiled down to convey every good feature in perfectly legible type.

"Because one of the primary purposes of these small advertisements is to help get dealer distribution, each one must suggest buying the product from the dealer. "The same rules would hardly

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apply for small newspaper advertisements, except possibly rules one and two, which would work just as effectively to send customers into local stores.

"One particular 21-line advertisement brought in slightly more than 1,500 direct orders of \$1.25 each from an expenditure of some \$900 in women's magazines over a three-months' period, giving the manufacturer a better price per unit than when sold through the jobber. After two seasons of use of this type of all-purpose advertisement, direct sales dropped off, but distribution was by that time established through all worthwhile jobbers and department stores and a steady volume of sales continues on the product."

#### Observations on Planters Hi-Hat Oil Copy

R. W. Hersey, president, Badger and Browning & Hersey, Inc., was asked to give some of his conclusions regarding small ads and more particularly those which his agency has prepared for Planters Hi-Hat Oil. What follows, however, is really in the nature of observations on the use of small space for any product that is already on sale somewhat generally and which needs reminders to keep the product flowing through the channels of distribution.

"I don't feel there is any formula," says Mr. Hersey, "that can be applied to the preparation of a small ad any more than there is one which applies to large units. Or perhaps it would be better to say that the same basic rules which apply to the construction of any advertisement apply to small units.

"It's not inconceivable that small space can be used for selling any type of product. The manner in which it is used, however, will naturally vary with the story which has to be told. With certain types of product which require some explanation and argument, they can probably be used only as reminder supplements to a campaign which includes larger space in which the arguments are more fully developed.

"In advertising other products

the features may be so limited in number or so obvious that small space can be used exclusively, giving the campaign the advantage of a higher frequency of insertion or a longer period of advertising.

"In advertising a product which has something of a copy story which is developed in larger advertisements, any small ads which are used to supplement them must essentially be condensations of the longer story in order to justify their use at all. This does not mean that in many instances it is possible to eliminate the larger advertisements in favor of the small.

"There is only one rule which we have applied and that isn't anything we have set up as a rule, but is after all, just common sense. In using small units to supplement larger ones in the same campaign, we have attempted to maintain throughout the same general illustrative and typographic treatment. The only thing that has been a little bit surprising to us has been the degree of success in maintaining the general appearance even down to very small units."

#### What Sapolin's Whimsical Ads Are Accomplishing

The purpose of the whimsical little campaign in behalf of Sapolin products has been to remind the reader and in each advertisement to mention one of the products of the line. The Sapolin Company has made a line of paint products over a long period of years and after a lapse of advertising lineage, due to the depression, the multi-appearance of these small ads was arranged to reawaken public consciousness in the product.

Sales of the article since the advertising began have shown a steady turn-about toward increased profits—so marked, in fact, that the newspaper program for 1935 is being increased, and besides this the story will be told in a few hand-picked national magazines.

Franklin S. Owen, of Tracy-Locke-Dawson, Inc., which handles the Sapolin advertising, is of the opinion that a small-space campaign could not do a complete job in itself without having a se-

THE FIRST TWO ISSUES UND MR.

Res

66 new accounts

90,000 letters from readers

WHEN sixty-six of the shrewdest and most important buyers of advertising space (many of whom have never been in Pictorial Review, and others who have dropped out in the last few years) select Pictorial Review for 1935, it shows full confidence in Mr. Hearst's ownership, the editorial policy, and the market story. • This confidence on the part of both old and new advertisers is more than justified in over ninety thousand written expressions of approval from readers, in which they praise the improved

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**167,000** circulation increase

covers, the finer fiction, and the practical service articles. • And again, when the first two issues under Mr. Hearst's ownership show a gain of 2,574 lines over a year ago, it would seem obvious that Pictorial Review is a good advertising investment. • An increase of one hundred and sixty-seven thousand in circulation (our forecast for the first three months of 1935 over the last three months of 1934) is conclusive evidence of the wisdom of investing your advertising dollars in Pictorial Review.

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**L R E V I E W**

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ries of larger advertisements to establish in the reader's mind the necessary advertising points of quality of product and responsibility of the manufacturer. In the case of Sapolin, for example, a sizable spring campaign one year ago preceded the increased use of space in smaller sizes in the same newspapers.

This series is particularly noteworthy because of the cartoon-like pen and ink illustrations. "We consider"—quoting Mr. Owen—"the illustration in each advertisement the 'red flag' to get the reader's attention. The text must necessarily perform a secondary function, that is, mention the name of the product, tell what it does, and things of that character. Our whole attempt in preparing this campaign was to make our illustration whimsical enough to stop the hurried newspaper reader."

Summing up the purposes of the campaign Mr. Owen says:

"It became necessary to reawaken public consciousness in the name of the product, mention its years of quality manufacture, call attention to as many of the individual Sapolin products as possible and let the bright little illustration get over the story that this paint was specially made 'for the jobs you do for yourself.'

#### Necessity, Not Philosophy, Rules These Small Units

In the case of Thomas' bread products, it is not "philosophy" that rules—it is necessity.

"Women buy bread three to five times a week," says Richard Stanton, vice-president, Charles W. Hoyt Company, Inc. "So I decided to try to catch their eye with Thomas bread ads as often as they buy. Then and there necessity stepped in. Dividing up the Thomas advertising appropriation among four New York newspapers with such frequent insertions in each brought the available space per paper per insertion down to sixty lines. Accordingly, I have been forced to try to make these little fellows noticed among their more plutocratic brethren.

"My 'philosophy,' if it may be called such, is as follows: 1. I

had been successful with such little ads with other food accounts. 2. Repeated psychological studies of memory (of learning and forgetting) show the extreme importance of what our scientific friends call 'over-learning'; and this, I have found, applies as surely to remembering advertisements as it does to remembering names or events or anything else.

#### Uses Two Basic Laws of Memory

"Since the two basic laws of memory are repetition and association, I determined to use these two for all they were worth. I got constant repetition by constant advertising, three to five days per week. I tied up association with repetition in these two ways:

"1. Since most people seem attracted by the romance of the past, I employed this romantic old-time background in advertising Thomas' English Raisin Bread and Thomas' English Muffins. Every illustration of these products sought to attract the reader's eye by being of a type as richly flavored with this glamorous old-time atmosphere as it was possible to create in such limited space.

"2. In Thomas' Protein Bread ads (since we had found the strongest appeal to be the 'Keep Slim' angle, this product being a starch-reduced bread) we united association to repetition by constant use of stylishly slim fashion figures and constant use of but one headline—'Keep Slim.'

"By the above means I have attempted to 'over-learn' Thomas bread prospects as rapidly as possible. That, in the last few months, a number of such prospects have 'over-learned' is indicated by the fact that sales curves are moving steadily upward in the face of an opposite trend in the industry as a whole for this same period.

"I have found from experience that small space, frequent insertion advertisements of the type discussed can do the entire advertising job, effectively and economically, for many staple food and drug products, such as, for example, bread, salt, sugar, dates, maple syrup, corned beef and molasses."

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# I See Where . . .

FEDERAL TRADE COMMISSION issues silk and rayon instalment (Part IV) of report on textile investigation. . . . Women's influence in purchase of family automobile 74.5 per cent, according to survey made by University of Toronto for *Chatelaine*. . . . Small business men waking up to danger of publicity of income tax returns, realizing danger to credit and danger of jealousy in business and at home. . . . Apparent need for more revenue increases possibility of additional Federal taxes. . . .

Hearings to begin soon on proposed AAA amendments. . . . Mothers of Scarsdale, according to *New York Times*, who arranged trial radio program for children could not themselves agree on the performance. Trouble seems to be that children won't listen. . . . Borden's got milk business "because they had a better name" testified independent milk dealer in suit in New York, pointing out retailers would accept the well-advertised brand without question but had to act as salesmen in order to sell lesser known products. . . . Department of Commerce issues 1934 edition of "Statistical Abstract of the United States" (price \$1.50) and "Foreign Commerce and Navigation of the United States" for calendar year 1933 (price \$1.75). . . .

There are about 150 farmers' co-operative associations marketing poultry and eggs with some 70,000 members and doing a 1934 business of \$50,000,000, according to Farm Credit Administration. . . . Department of Agriculture issues well printed twenty-four-page booklet on "Agriculture's Interest in America's World Trade." . . . Tennessee senate kills administration sales tax bill. . . . Ohio legislature receives bill to prohibit loss leaders. . . . After three years Mississippi sales tax highly successful, according to Governor Conner. . . .

Sixteen-year total cost of gasoline taxes, State and Federal, nearly \$5,000,000,000, according to American Petroleum Industries Committee. . . . Co-operative Division of Farm Credit Administration making analysis of organization and operating methods of Illinois Farm Supply Company, highly successful retail co-op handling oil, gas, kerosene, paint, grease, fly spray. . . . Lithographic Printing Industry Division of Graphic Arts Industries asks budget of \$223,555 for year ending February 28, 1936. . . . Hearing March 7 on proposed amendment to motor vehicle retailing trade code referring to used car allowances. . . .

NIRB rescinds order exempting toilet soaps from loss limitation provision of retail drug code effective March 13. . . . Hearing on proposed uniform sales contract forms for stereotype dry mat industry postponed to April 17. . . . Code covering all manufacturing in Hawaii, except industries specifically under other codes, approved by NIRB. . . . Mrs. Emily Newell Blair, member executive committee NRA Consumers' Advisory Board, appointed chairman to succeed the late Mrs. M. H. Rumsey. . . .

Important public hearing on existing and proposed code provisions resulting in price differentials among various agencies engaged in the dis-

tribution of goods from the manufacturer to the retailer to be held March 12. For details ask NRA for release No. 10200. . . . Senator Dickinson incorporates in *Congressional Record* for February 21 list of corporations organized in Delaware for purpose of carrying on subsistence homestead enterprises. . . . Maryland legislature gets bill for consumer sales tax of 2 per cent. . . .

"The picture ahead looks like this: a spring peak in March disclosed later by statistics which always lag a few weeks or a month. Then a gradual but not a critical decline of business activity through the late spring and early summer—a little more than the letdown normally expected at that time of year. Then a late fall upturn of moderate proportions. Thus no sustained boom in 1935. Also no collapse, no big crisis," says W. M. Kiplinger in *Nation's Business* for March. . . .

Rural sales of general merchandise up 10 per cent in dollar volume for January, 1935 over January, 1934 and 54 per cent over January, 1933, according to Department of Commerce. . . . Wholesale commodity prices resume upward trend during week ending February 16 reaching highest level since December, 1930, says Department of Labor. . . . January retail sales of general merchandise \$314,799,000, an increase of \$12,144,000 over January, 1934, according to International Statistical Bureau, Inc. . . . 1934 retail sales for United States estimated at \$28,548,000,000 for 1934 as compared with \$25,037,000,000 for 1933, an increase of 14 per cent, according to Bureau of Foreign and Domestic Commerce. . . .

Contract awards for factory construction in thirty-seven Eastern States total \$2,000,000 more in January, 1935 than in December, 1934 but some \$3,000,000 less than in January last year, according to F. W. Dodge Corporation reports. . . . Expansion of general business activity sharply extended in January says "Business Conditions Weekly" of Alexander Hamilton Institute but "it is probable that the upswing in general business activity will not be greatly extended, current reports indicate a definite slowing down in the rate of expansion since the beginning of February." . . .

"Business activity showed further improvement in January but during the first half of February the upward trend was interrupted and some recession developed," according to National Industrial Conference Board. . . . *Review of Reviews* index of general business activity 62.8 for week ending February 16 against 64.0 for previous week and 62.1 for corresponding week in 1934. . . . *Business Week* index 63.2 against 65.6 a year ago and 69.8 average 1930-34. . . . Canada's economic outlook for 1935 generally favorable says Standard Statistics Company while the *Economist* of London points out its monthly index of business activity stands at record figure of 115 for January, higher than at any time in 1929.

G. M. S.

#### Joins Erwin, Wasey

Robert Copeland, for the last seven years automobile editor of the Chicago *Herald* and *Examiner*, has joined the copy staff of Erwin, Wasey & Company, Inc., New York.

#### Appoints Rossi & Hirshson

Rossi & Hirshson, New Bedford, Mass., agency, have been appointed to handle advertising for the Weeden Manufacturing Company, of that city, toys.

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**JANUARY, 1935, LEADERS IN ADVERTISING:**  
**WASHINGTON STAR** | **NEW YORK TIMES** | **MIAMI HERALD**  
 1,494,843 Lines | 1,440,597 Lines | 1,388,779 Lines

## We Apologize . . . . . . . . . . Major Cohen!

Through no fault of The Miami Herald, its recent advertisements erroneously listed The Atlanta Constitution as First in Georgia in January Advertising Lineage. The mistake was caused by a clerical error in the office of The Constitution. It has been called to

our attention by The Atlanta Journal. Investigation shows that The Atlanta Journal, not The Atlanta Constitution, was first in Georgia in January Advertising Lineage. We are glad by this means to correct the error. The revised listing is shown below.

**CHECKED, DOUBLE CHECKED AND AMENDED FIGURES**

## Still Show THE MIAMI HERALD **FIRST in the South!**

*During January, 1935*

**COMPARISONS**

**MIAMI, FLA. (HERALD)**

**NEW ORLEANS, LA. (Times-Picayune)**

**DALLAS, TEX. (Times-Herald)**

**LOUISVILLE, KY. (Courier-Journal)**

**MEMPHIS, TENN. (Commercial-Appeal)**

**RICHMOND, VA. (News-Leader)**

**ATLANTA, GA. (Journal)**

**BIRMINGHAM, ALA. (News)**

**Oklahoma City, Okla. (Oklahoman)**

**LITTLE ROCK, ARK. (Gazette)**

**JACKSON, MISS. (Clarion-Ledger)**

**CHARLOTTE, N. C. (Observer)**

**GREENVILLE, S. C. (News)**

**PAPERS MARKED ★ MEDIA RECORDS. OTHERS PUBLISHERS' REPORTS.**

**And—The January, 1935, Circulation of THE MIAMI HERALD  
 Was the Largest January Circulation In Its History!**

**A Good Newspaper Always Prospers When Its Trading Area Is Prosperous.  
 Metropolitan Miami Is A Prosperous Community.**

**First for Fourteen Consecutive Years In Advertising  
 and Circulation In the Miami Territory.**

**Member Audit Bureau of Circulations**

## **The Miami Herald**

**FLORIDA'S MOST IMPORTANT NEWSPAPER**

**FRANK B. SHUTTS, Publisher**

**National Representatives:**

**J. P. MCKINNEY & SON**

**50 Rockefeller Plaza, New York  
 712 Market Street, San Francisco  
 300 N. Michigan Avenue, Chicago**

**Southern Representative:**

**GEO. M. KOHN, Inc.**

**908 Walton Building  
 Atlanta, Georgia**

# Costly Duplication Shown in Use of Local Rate

Here is another discussion of the perennial local and national newspaper advertising rate situation—this time by a man who has had first-hand experience in getting advertisers to spend their newspaper advertising dollars wisely. He modestly advances the conviction that he has found the real answer to the local-national problem. A market analysis, he says, will in almost every case show to the national advertiser that the fancied economy of using the local rate really represents a huge and wasteful extravagance. To prove his case, he cites anonymously the experiences of some Wisconsin manufacturers. His contribution to the argument is submitted here without recommendation—and also without prejudice.

By Clyde W. Lawrie

THIS local and national rate question that is being so freely discussed at this time is one that should be of real interest to all manufacturers advertising in newspapers as well as the newspaper publishers.

Recent articles in *PRINTERS' INK*, particularly the most recent one, "You're Another" by a "Newspaper Promotion Manager," in the February 7 issue, make interesting reading, but unfortunately offer no solution to the problem—and it is a real problem.

I would like to point out that I have had several years' experience as a space buyer in one of the largest Mid-West agencies and also a few years on the other side of the desk, selling newspaper space. Besides, I have given this particular subject three years of intensive study and research and feel that I have found the real answer.

By no means do I agree with the "Newspaper Promotion Manager" that space buyers are all wrong and that the vast majority of them are inefficient. In fact, I don't believe that it is so much a matter of space buyer—as it is a matter of circulation analysis. This brings it down to where the difficulty might be with space seller—the advertiser or the space buyer.

I will not attempt to place the

blame on any one of these three—but will merely state that all concerned would be much better off if all national advertising were placed as national advertising at the national rates. I am not going into the matter of whether there is justification for a difference between local and national newspaper rates or if the national advertiser is fair in buying space through his retailers. The subject has been adequately aired and there are still two distinct points of view.

It is sufficient to say that advertisers now buying space through their retailers firmly believe they are saving the 30 per cent or 40 per cent difference between the local and national rates, and as long as this belief exists they will continue to follow that policy regardless of what the publishers think is fair.

It is the advertiser who is paying the bills and in my estimation primary consideration should be given his requisites. The problem can best be approached from his angle and I will confine my remarks to what I believe will be most advantageous to him.

It is quite obvious that many manufacturers are convinced that they are really enjoying a considerable saving by this "back door" method of space buying. The saving, however, is very much an optical illusion and an expensive

one at that. Unquestionably these advertisers would be surprised if told that 50 per cent to 65 per cent of their advertising money is being wasted. They would be more surprised if this fact were proved to them. Surprised or not, these are the facts and can be proved in nine out of ten cases.

Advertising represents entirely too great a portion of the selling cost of most any commodity to be handled in a manner that is obviously as cumbersome and unreliable as placing it through retail stores.

Even discounting such advantages and inconveniences as losing control of the advertising, having to send mats or plates to the dealers, giving him instructions and dates of insertion, writing for tear sheets and bills, handling a lot of extra bookkeeping, etc.—and just considering the two methods of buying space purely on the basis of rates, the manufacturer would still be far ahead by placing his advertising through his agency or direct with the newspaper at the national rates.

#### Tremendous Amount of Waste and Duplication

If the advertisers placing their advertising through retailers were to analyze their markets thoroughly, not just from the map on the wall, but way down to the smallest communities, and then make the same analysis of the media they are using, they would be amazed at the tremendous amount of wasteful and costly duplication they are buying. Duplication to a small extent is not particularly harmful unless it is gained at the expense of valuable continuity and consistency, and this I have found, is generally the case.

I have had occasion to analyze the advertising programs of several advertisers, both large and small, who are placing copy through retailers, and in each case found that a substantial saving either in cash or additional lineage could be effected if the advertiser were to discontinue that plan and place his advertising direct or through an advertising agency.

These analyses have not been confined to one market nor to one State, but embraced many varied lines in fourteen States, representing what I believe to be a good cross-section of the whole country.

As an illustration I would like to cite the analysis of a large manufacturer who thought he was saving 30 per cent or 40 per cent by placing space through the dealers in Wisconsin. He followed the same policy throughout the rest of the country, but the Wisconsin analysis will suffice to prove my point.

For obvious reasons I will omit the name of the manufacturer. His product is in every-day use selling for an average of \$5 per unit. It is sold generally through independent retailers, but the company has a few company-owned stores.

At the time of the analysis the company had dealers in 422 towns in Wisconsin. In 233 of these towns newspapers were published, and none in 189.

Following his policy, placing copy through retailers, the manufacturer was advertising in 233 newspapers. This meant that only the dealers in these 233 towns were getting the benefit of advertising, and the dealers in the remaining 189 towns did not receive this selling assistance.

For advertising in the newspapers in the 233 towns this manufacturer was paying a total of \$88.66 per inch.

After analyzing the circulations of all the 233 papers it was found that all except thirty-five could be dropped from the list and still do just as good a job in the way of coverage as had been done with all of the 233 newspapers. By this elimination, the rate per inch was cut from \$88.66 to \$30.61, a saving of more than 65 per cent.

It was found that all but thirty-five of the newspapers being used were superfluous and added nothing to the effectiveness of the advertising. On the contrary, they represented expensive duplication which ate up the appropriation that should have been used for repetition and continuity.

Moreover, by dropping the 198



... and into a magazine, skilled editorial hands can shape a lens-like quality that focuses reader attention... magnifies sales appeal... spotlights the advertising pages from cover to cover!

THE **American** MAGAZINE

The Crowell Publishing Company  
 MOLLIER'S, WOMAN'S HOME COMPANION, THE AMERICAN MAGAZINE, THE COUNTRY HOME  
 Combined Circulation Over 8,000,000

excessive papers, that number of bookkeeping entries would be eliminated, along with much unnecessary correspondence.

In paying the national rates in the thirty-five newspapers the company could now list all the dealers and in that way cover those in the 189 towns not reached by the original advertising program.

This case, judging from its size, may appear to be the exception, but it is not. I am sure I could off-hand mention ten other advertisers placing their advertising through retailers in Wisconsin who would have the same experience on just as grand a scale.

This is not peculiar to the State of Wisconsin alone. The same has been found true in the other thirteen States analyzed, and I have no reason to believe that it would not be borne out throughout the country.

It is of great importance that the advertisers know where all of their advertisements are going and this knowledge is impossible without thorough analysis of the media they are using.

It is true that making this analysis is no mean task, and it must be done thoroughly and accurately to be effective, but the saving effected will repay its cost many times over.

National advertisers have apparently overlooked the important fact that in running their copy over the name of one dealer in order to obtain that dealer's local rate, they definitely limit the range of the effectiveness of that advertising to the area from which that particular dealer draws his customers. The advertiser is throwing away many thousands of copies of his advertisement merely to gain a few cents' saving.

Perhaps the greatest fault aside from the expense, in placing the advertising over the names of large dealers to obtain the most favorable rate, is that at some time or another the dealer is going to decide to discontinue handling the line and then the advertiser loses practically all of the accumulative value of his advertising and he has to start all over again with a new dealer.

*"...a lens-like quality that focuses reader attention"*

*that's why*

## THE American MAGAZINE

\*\*\* was the *most widely read* publication, in a 1934 survey made by a leading agency, among more than 30,000 prospects for sports ammunition. The list was made up of 2,000 subscribers from each of 16 publications, including general, outdoor, and farm. (The American was *not* one of the publications whose subscription lists were used.)

\*\*\* was *second in popularity* among all magazines, in a 1934 survey made by a large publishing house, among grocery brokers, wholesalers, chain executives, independents, and grocery departments.

\*\*\* was *second in preference*, in a 1934 investigation made by a leading truck manufacturer, among owners of one-ton and two-ton trucks.

\*\*\* tied for *first choice*, with Collier's, among college students in a 1934 test made by the Daily Nebraskan, Nebraska University paper.

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THESE four recent investigations were selected because each covers a widely different field. In all 1934 reader preference surveys that have come to our attention, The American stands at or near the top—a position it has held consistently over the past ten years.



## Science and Gas

## How Pan-Am Newspaper Advertising Program Hooks up Century of Progress Exhibits with Product

A MERCHANTISING plan that brought thousands of motorists into service stations and that enthused the entire organization was used recently by Pan-

poration and Westinghouse Electric & Manufacturing Company co-operated in displaying the exhibits, which included the stroboscope, the blinking light that seems to make a whirling object stand still; the telemeter that shows you how far you bend a railroad rail by hand; the smallest motor in the world and many exhibits that were the center of interest in scientific displays at the Fair.

This was the first time that any of these exhibits were publicly shown outside of Chicago.

The merchandising plan that brought thousands of people into the gas stations was built around these exhibits. Following Pan-Am's own sales meetings, the displays were thrown open to the public for one or more days. Admission was by ticket only which could be obtained without charge at any of the company's service stations. The exhibit was advertised in newspapers and many motorists drove into the stations to obtain their tickets.

The campaign now appearing in newspapers and on posters presents thrilling illustrations of amazing scientific advancements. The subjects treated include the sky-train, the 180 miles an hour mono-rail train, the projected mid-ocean landing field, the super-speed car of the future and the New York-Paris amphibian express.

The campaign is running in the leading newspapers throughout the four States in which the company operates and is being supplemented by intensive field work merchandising the campaign and new service plans to Pan-Am men.



American Petroleum Corporation  
in key cities in its territory.

The company's 1935 campaign has the theme, "Science Is Bringing Us Amazing Improvements—Keep Up-to-Date with Pan-Am." Newspaper advertisements, outdoor displays, radio talks, station material all illustrate the theme of amazing scientific developments.

In order to set the stage for its sales meetings to present the merchandising and advertising program, the company brought eleven scientific exhibits from the Century of Progress. General Motors Cor-

### Agency Adds Dietitian

Miss Gertrude Hendriks, dietitian, has been added to the staff of C. Wendel Muench & Company, Chicago agency.

### Joins WGN

George W. Harvey, recently with *Motor Magazine*, has been added to the sales staff of WGN, Chicago.

# P. I. Advertising Index

Century

January Farm Paper Increase Nominal; Radio Index Records Substantial Gain Over 1934

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

FOR January, 1935, the farm-paper index stood at 45.5 as compared with the monthly average for the base period 1928 to 1932, which equals 100. This represents a very slight increase, 1.1 per cent over January, 1934.

The January figure, however, shows a decline from December, 1934, when it was 56.1.

January as a rule is considerably above December; although the actual lineage for this January was slightly higher than for December, the increase was below the usual January rise. Consequently, the index, which is corrected for seasonal variation, indicates a drop from December.

In spite of this decrease from December, it should be noted in the chart on page 65, that the index is still considerably above the depression low point.

The farm-paper index is based on the commercial advertising lineage in the national farm publications, and a representative group of State and sectional papers. The index was first presented in the

January 31, 1935, issue of *PRINTERS' INK*, when an explanation of its construction was given.

## Radio

The radio index, representing time cost on the two principal chains reached 189.5 for January, 1935, which is a gain of 22.3 per cent over the index for the corresponding month of last year, and a rise of 4.4 per cent over December, 1934. The latter is the percentage increase, after correction was made for the regular seasonal fluctuation.

The chart shows that the radio index, by October, 1934, was far above any previous high points and since then has recorded two increases. The first was in December, the second for January, discussed above.

The explanation of the construction of this index is given in *PRINTERS' INK* for February 7, 1935, the first time the radio index appeared.

The farm paper and radio charts appear on pages 64 and 65.



## Joins Simmonds & Simmonds

Phil W. Tobias, formerly director of *Phil W. Tobias & Associates*, with offices at Kalamazoo and Grand Rapids, Mich., is now associated with Simmonds & Simmonds, Inc., Chicago agency, as vice-president.

\* \* \*

## Appoints Presbrey

The Crane Berkley Corporation, developer of Berkley at Scarsdale, N. Y., has appointed the Frank Presbrey Company, New York, to direct a campaign for its property, using newspapers, magazines and direct mail.

## Heads Vancouver Club

F. W. Benwell, president, Benwell, Price & Atkins, Ltd., has been elected president of the Advertising & Sales Bureau of the Vancouver Board of Trade. He succeeds W. A. MacDonald of the Vancouver *Province*.

\* \* \*

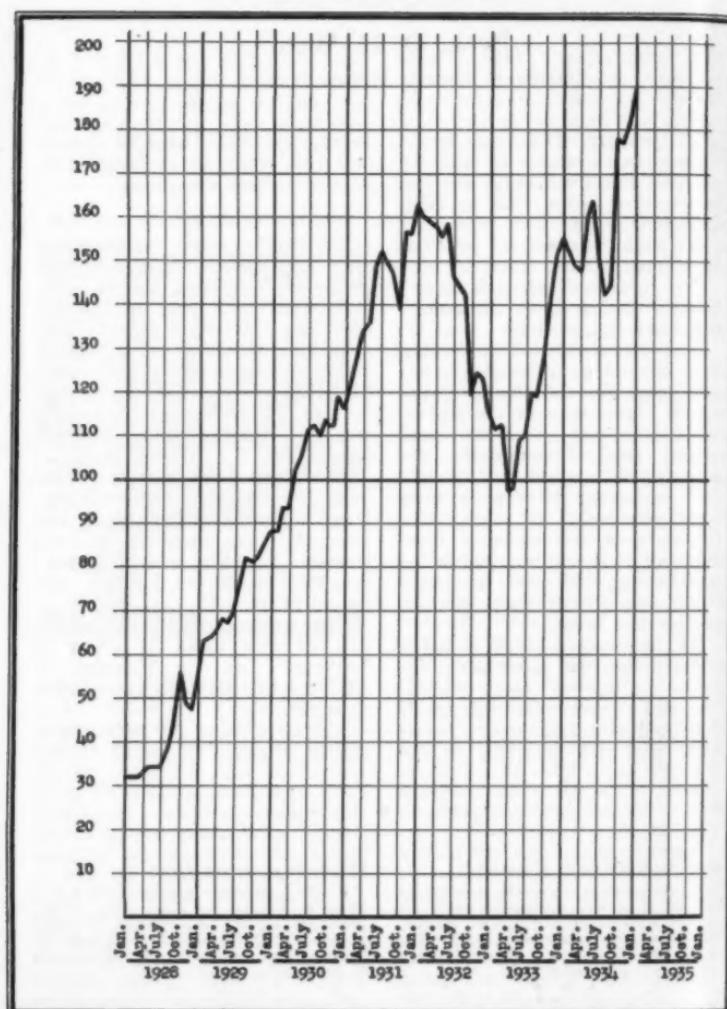
## Has Printing Machinery Account

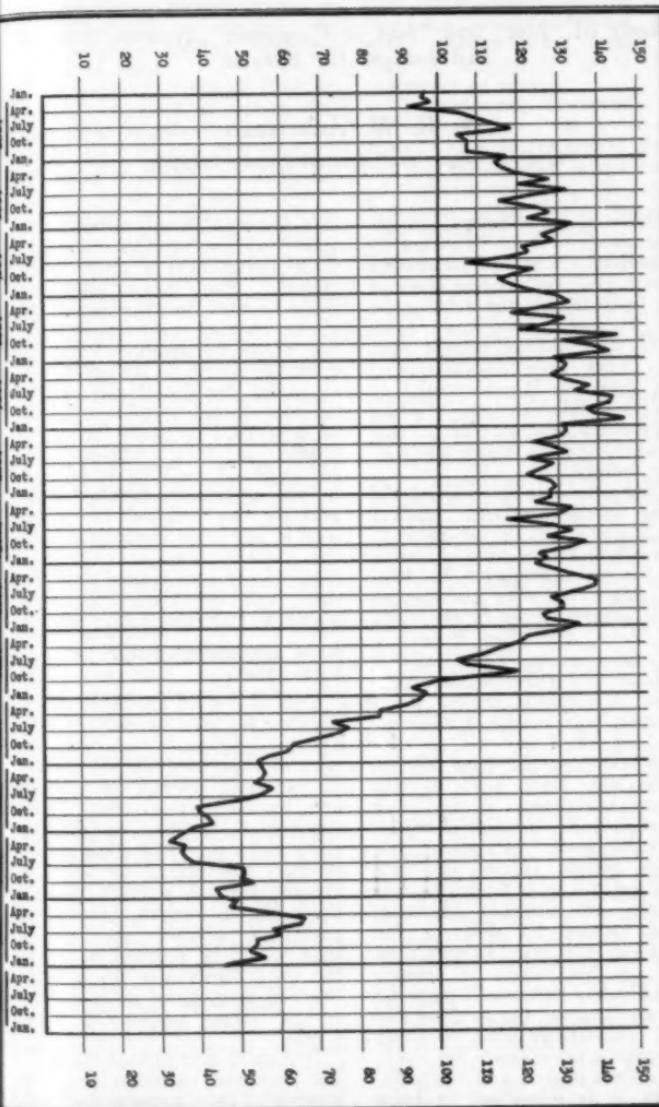
The Miller Printing Machinery Company, Pittsburgh, has appointed Carlson-Symons, agency of that city, to direct its advertising. Business papers and direct mail are being used in a campaign starting this month.

## MONTHLY INDEX OF RADIO ADVERTISING

100 = MONTHLY AVERAGE 1926-1932 INCLUSIVE

Corrected For Seasonal Variation





MONTHLY INDEX OF FARM PAPER ADVERTISING

100 = MONTHLY AVERAGE 1928-1932 INCLUSIVE

Corrected For Seasonal Variation

# That Pricing Enigma

A Study of "List" and "Net to Consumer" Systems, Showing Advantages for Former

By E. W. Ackerman

Publicity Department, General Electric Company

**T**HREE is an abundance of information in trade literature on the subject of prices. The discussions, however, usually have as their basic theme, the relation of price to cost, methods of price control, and similar related subjects. Very little information is to be found on the mechanics of actually establishing and printing a price for a product that is common to the various re-sale and consumer outlets.

If someone were to look for the answer to the question, "Shall I publish list prices or net prices?" he would find very little information for his guidance. In fact, there might be some question as to just what is meant by the terms "List Price" and "Net Price."

In our language, a list price is one from which the ultimate purchaser, sometimes known as a consumer, may receive a discount. The "net price" or *net* to consumer prices, as the name implies, is the net price paid by the ultimate purchaser. It has other names such as "published price," "net retail price," or "price." Although certain classes of trade would get discounts from this type of price, the ultimate purchaser would receive no discount but would pay the price as published.

All of this savors of defining the difference between tweedle-dee and tweedle-dum; but to those who spend considerable sums of money for printing price sheets for salesmen, re-sale dealers and other customers, it is important to know the distinction between the twins.

Certain industries that use the list-price method start out by establishing their printed price on a basis that would allow a 50 per

cent discount to the ultimate consumer of the product, and additional percentages to their re-sale outlets. Any other percentage could be used, but the 50 per cent allows an easy computation to arrive at the consumer price. When economic conditions change to such an extent that the cost of material or labor forces a revision upward or downward of actual prices, the change can be accomplished by a reduction or increase respectively in the consumer discount. For example, an increase of 10 per cent in net price would mean that the consumer discount would become 45 per cent instead of 50 per cent, and all classes of trade would be correspondingly affected.

#### Saves Reprinting of All Price Sheets

This is one of the most advantageous features of the list price system, because it side-steps the need of reprinting all price sheets. If extensive listings of products are involved, this would mean substantial savings in printing costs and also would mean a more prompt notification to all concerned; because a single discount sheet can be revised, printed and mailed in a much shorter time than would be required to do all the work involved in the re-figuring and printing of all the prices for a large number of price sheets.

It is quite evident that the printing economy increases with the number of price pages in use. With manufacturers that have extensive listings requiring hundreds of price pages, the savings effected by the expedient of a discount change instead of an actual price sheet

change, would run into thousands of dollars.

The promptness of change also is an important factor because of the desirability of keeping the trade properly notified regarding changes in costs.

List prices in catalogs have an advantage because a revised discount sheet would take care of a general price change and thus the usefulness of the catalog would be extended over a longer period than would be possible if the prices were on a net to consumer basis. Hardware, plumbing and other similar bound catalogs take advantage of this economical feature.

With list prices, the ultimate consumer gets a discount. Although this feature of the list basis is not of major importance, some sales organizations consider that being able to quote a discount to the consumer has a better psychological effect than when a price without discount is quoted.

#### Places a Burden on Salesmen

Salesmen and others maintaining loose-leaf books find it more or less of a burden to be continually replacing superseded sheets. When net to consumer prices are used this condition almost reaches the nuisance stage in times of changing price. The list-price basis usually improves this trouble because the changes can be made by discount.

Catalog or handbook information is more convenient for reference when both prices and other descriptive and tabulated data are together, but this means that when prices change, the other descriptive information also must be re-published if it appears on the same sheet. This, of course, increases the cost of printing.

If only a few sheets are involved the question of expense would not be important; but when the combination of price and data becomes voluminous, then the problem of establishing an efficient method of handling price changes is a really important consideration.

The use of the list basis of pricing offers one satisfactory

method of retaining the convenient arrangement of combined prices and descriptive data without running into excessive printing charges for price revisions, because a revised discount sheet would take care of a general up or down movement of prices.

The foregoing arguments have all been in favor of a list-price basis; but it is recognized that if the cost of printing is not an important consideration, the net to consumer price basis has some very attractive features.

#### Arguments in Favor of Net to Consumer Basis

One of the strongest arguments to be advanced in support of the net to consumer basis is its simplicity for the dealer selling to the consumer. When Mr. Dealer can see in actual printer's type the net to consumer price that he should charge, it is much easier to make quotations than if it should be necessary to use a discount to arrive at the net price. Now that the NRA requires business to conform to the prices filed with the code authorities, the net to consumer prices offer a quick and easy means for Mr. Competitor to check his rivals' prices.

The 50 per cent consumer's discount from a list price is easy to use but as time goes on and it should become necessary to go from a 50 per cent to an odd percentage, like 37½ per cent with a multiplier of 0.625, it becomes more difficult to figure quickly the net to consumer price. However, in weighing this feature it should be kept in mind that the consumer price may be the least important so far as volume of business and number of quotations are concerned, because the re-sale trade may be the big outlet for the manufacturer's products.

On the other hand, if many quotations to consumers are made, considerable extra work would be involved by the use of list prices because it would be necessary to deduct a discount from the printed price each time a quotation is made. A clever way of evading this laborious computation is to quote the actual list price and then

# "THE ~~OLD~~ LADY OF

## OPENS THE

# color pots

LONG FAMED for the excellence of her printing, "The ~~Young~~ LADY of Oregon"—better known to you as The Oregonian, favorite newspaper of the Pacific Northwest—continues to set the pace in color advertising.

Quite in keeping with the smart new costume she has adopted for herself, in a general program of modernization of her pages, The ~~Young~~ LADY of Oregon has improved and enlarged her facilities for perfect reproduction of advertisers' color plates.

Whatever your space requirements, or position preferences, your needs will be expertly filled in this outstanding color medium of the Pacific Northwest.

*Standard pages in the Sunday*

Magazine—and it's a true Northwest Magazine, by the way, packed with sparkling Northwest features—and *standard and tabloid pages* in the two Sunday comic sections, where caper the nation's star comic characters—are all available to the advertiser who wishes to put extra sales punch into his newspaper advertising.

Advertisers cheer The ~~Young~~ LADY of Oregon's quickened drive for color, her deft handling of color advertising. During 1941 they used eleven times or 100% more color advertising in The Sunday Oregonian, than was published by the second Sunday paper. (139,068 lines as compared to 11,874 lines.\*)

\* Media Records



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National  
San Fran  
Inc.

# “LADY OF OREGON”



Keep up with this sales parade of color. Grow more sales for your products while The ~~LADY~~ LADY of Oregon grows ever more colorful, ever younger. Make sure The Oregonian is on your media list.

## The **OREGONIAN** PORTLAND, OREGON

National Representatives: Verres & Conklin, Inc., New York, Chicago, Detroit,  
San Francisco • National Color Representatives: Associated Newspaper Color,  
Inc., San Francisco, Los Angeles, New York, Chicago, Detroit, Cleveland

state "less 50 per cent," or whatever the discount might be.

This usually has a desirable psychological effect because it leaves the consumer with a feeling that he is getting something although if he should take the time to think the matter over he would know that the discount does not represent a concession in price. The list price (which is comparatively large in amount) is liable to have a bad psychological effect if the ultimate purchaser is unfamiliar with the list price system and is not properly informed regarding discount. These features, however, are comparatively unimportant because most purchasers of consequence are familiar with pricing systems.

There are times when the data as well as the prices require general revision at the same time. If this condition should exist throughout all the information, then there

would not be much printing economy in the use of list prices and discounts. However, the promptness afforded by a quick revision and mailing of the new discounts offers an advantage that might have an important influence in obtaining new or additional business for a company.

In summarizing, it can be said that the manufacturer who has a large listing involving many pages of prices, and who markets through several re-sale channels will find the list price an economical and efficient method—particularly in times when the general market levels are changing.

If the manufacturer has only a few prices he can change a price page just as quickly and economically as a discount sheet; consequently the net to consumer basis eliminates one discount and gives the retailer an actual published price to the consumer.



## Radio Award to Stevens

THE first annual "BBDO Award for Good Announcing" has been awarded to Carlyle Stevens, an announcer of the Columbia Broadcasting System.

Roy S. Durstine, vice-president and general manager of Batten, Barton, Durstine & Osborn, in offering the award several months ago, described good announcing as "sincerity, accurate diction, naturalness, persuasiveness, lack of mannerisms and an absence of those

curious inflections which belong to an unknown language in a world which doesn't exist."

Stevens, who is twenty-seven years old, hails from Windsor, Ont. He first engaged in advertising work with a Detroit agency. Before joining WABC he was with WLTH and WXYZ. Recently he has been announcing on "Roxy and His Gang," "The O'Neill's," "Ye Olde Tea Shoppe" and "Richard Himmer and His Champions."



### Liggett Adds New Account

The Ridge Tool Company, of Elyria, Ohio, is marketing a new insecticide and fungicide called Lutzite and has placed its advertising account for this product in the hands of Carr Liggett, Inc., Cleveland. Direct mail and magazines will be used.



### Has Tool Account

The Millers Falls Company, Greenfield, Mass., Millers Falls and Goodell-Pratt tools, has placed its advertising account with Wm. B. Remington, Inc., Springfield, Mass.

### Cleveland Agency Changes Name

The Edward Howard Agency, Cleveland, has changed its name to Howard & Gymer. Principals are Edward Howard and Frederick E. Gymer, who at one time worked together in the advertising department of the Cleveland Trust Company.

### Appoints Mitchell-Faust

The Reliance Manufacturing Company, Chicago, Yank work shirts, has placed its advertising account with the Mitchell-Faust Advertising Company, of that city.

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# Hungry Little Mouths Get the Best of Everything

IT'S a law of nature that the female of any species provides the best nourishment she can possibly find for her young. Lion cubs get the choicest morsels. Fledglings get the fattest worms.

As it is with animals, so it is with human mothers. Watch a young mother shop. Food she once accepted without thought she questions now. Is it pure? Is it safe? Is it nourishing? Is it the best she can get for that precious little cargo she must see safely through the shoals of childhood?

Where shall she turn for guidance? To general magazines, which offer her entertainment? To women's magazines, which tell her how to cook and dress and hold her husband? Or to the magazine that faithfully provides expert advice on all phases of the one subject of almost fanatical interest to her—the rearing of her children?

Today, more than a third of a million young mothers turn to the editorial and advertising pages of *The Parents' Magazine* for guidance in the selection of food for more than a million and a quarter hungry mouths. They buy in large quantities and wide varieties—this means great volume and rapid turnover. And to advertisers who



offer sound counsel goes not only immediate profit, but brand-buying loyalty for many years to come.

★ ★ ★

It seems hardly necessary to add that in the purchase of drugs and toilet goods, clothing and household supplies, and almost everything else she buys, a young mother exercises a like caution, controls a like volume, offers a like reward . . . and that, therefore . . . An Advertiser's Best Friend is a Mother and a Mother's Best Friend is *The Parents' Magazine*.

## THE PARENTS' MAGAZINE

230 North Michigan Avenue, Chicago, Ill.

9 East 40th Street, New York, N. Y.

# Chain-Store Sales for January

| Company                     | January<br>1935 | January<br>1934 | %<br>Change |
|-----------------------------|-----------------|-----------------|-------------|
| *Sears, Roebuck (a)         | \$22,093,564    | \$20,386,475    | + 8.4       |
| Safeway (b)                 | 18,842,638      | 16,486,586      | +14.3       |
| *Montgomery Ward            | 17,418,152      | 14,778,754      | +17.8       |
| Kroger Grocery & Baking (c) | 17,202,964      | 15,401,157      | +11.6       |
| F. W. Woolworth             | 17,147,912      | 18,137,412      | - 5.4       |
| J. C. Penney                | 12,904,501      | 12,440,232      | + 3.7       |
| American Stores             | 10,630,723      | 10,602,865      | + 0.2       |
| S. S. Kresge                | 8,488,423       | 8,824,821       | - 3.8       |
| W. T. Grant                 | 5,165,765       | 4,832,560       | + 6.9       |
| S. H. Kress                 | 4,761,726       | 5,106,517       | - 6.8       |
| Walgreen                    | 4,704,507       | 4,303,470       | + 9.3       |
| National Tea                | 4,387,876       | 4,344,288       | + 1.0       |
| H. C. Hohack (d)            | 2,921,279       | 2,872,179       | + 1.7       |
| J. J. Newberry              | 2,344,989       | 2,360,766       | - 0.6       |
| G. C. Murphy                | 1,803,350       | 1,554,500       | +16.0       |
| Lerner                      | 1,789,621       | 1,581,368       | +13.2       |
| Melville Shoe (e)           | 1,748,419       | 1,325,243       | +31.9       |
| Peoples Drug                | 1,466,958       | 1,322,136       | +10.9       |
| Dominion Stores (f)         | 1,226,610       | 1,373,111       | -10.6       |
| Western Auto Supply         | 1,114,000       | 870,000         | +28.0       |
| Interstate Dept. Stores     | 1,018,494       | 1,084,759       | - 6.1       |
| Neisner                     | 993,998         | 984,596         | + 0.9       |
| Lane Bryant                 | 906,500         | 952,055         | - 4.8       |
| Schiff (g)                  | 506,395         | 486,506         | + 4.1       |
| Rose's                      | 213,287         | 186,008         | +14.7       |
| M. H. Fishman               | 165,027         | 154,799         | + 6.6       |

\*Includes both chain and mail-order sales.

(a)—4 wks. ended Jan. 29.  
 (b)—4 wks. ended Jan. 26.  
 (c)—4 wks. ended Jan. 26.

(d)—5 wks. ended Feb. 2.  
 (e)—4 wks. ended Jan. 19.  
 (f)—4 wks. ended Jan. 26.  
 (g)—4 wks. ended Jan. 26.

## Number of Stores in Operation

|               | End of January |       | End of January |      |
|---------------|----------------|-------|----------------|------|
|               | 1935           | 1934  | 1935           | 1934 |
| Kroger        | 4,366          | 4,387 | W. T. Grant    | 465  |
| Safeway       | 3,200          | 3,282 | S. H. Kress    | 232  |
| J. C. Penney  | 1,474          | 1,465 | Schiff         | 231  |
| National Tea  | 1,241          | 1,272 | G. C. Murphy   | 186  |
| S. S. Kresge  | 732            | 721   | Peoples Drug   | 116  |
| Melville Shoe | 562            | 540   | Neisner        | 84   |

According to a compilation made by Merrill, Lynch & Co., 24 chain-store companies, including 2 mail-order companies, reported total sales of \$151,006,916 for January, 1935 compared with \$141,831,776 for January, 1934, an increase of 6.47 per cent. Excluding the 2 mail-order companies, the 22 chains alone reported aggregate sales of \$111,495,200 in January, 1935, compared with \$106,666,547 in January, 1934, an increase of 4.52 per cent.

Following is the percentage of change of the groups for January, 1935, over January, 1924:

|                        |             |
|------------------------|-------------|
| 6 Grocery Chains       | 10.14% Inc. |
| 8 5-¢-10 Cent Chains   | 2.58% Dec.  |
| 4 Apparel Chains       | 3.49% Inc.  |
| 2 Drug Chains          | 9.70% Inc.  |
| 1 Shoe Chain           | 31.90% Inc. |
| 1 Auto Supply Chain    | 28.00% Inc. |
| Total 22 Chains        | 4.52% Inc.  |
| 2 Mail Order Companies | 12.36% Inc. |
| Total 24 Chains        | 6.47% Inc.  |

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# Let's get together ON THAT NEW PRINTING

You want a finished job that thoroughly satisfies you—on schedule time—at a price that is right.

We have the spirit to come through for you one hundred per cent—the finest money-saving equipment in the East—and an up-to-the-minute organization with a reputation for quality.

The two of us should work together successfully to produce better printing. Why not send now for our representative. Have your operator phone the message to

**MEDALLION 3-3500**

**CHARLES FRANCIS PRESS**  
**461 EIGHTH AVENUE AT 34TH ST.**  
**NEW YORK CITY**

*another MILLION DLA*

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period at **Cost**—



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ering United States Coverage

# More Than Three Times That of Any Competitor!

*In January, 1935*

The Weekly Kansas City Star carried 159% more individual display and classified advertisements than were carried by *both* the second Missouri and Kansas farm papers *combined*. The Weekly Kansas City Star carried more than 80% more total advertising than was carried by *both* the second Missouri and Kansas farm papers *combined*!

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*For the Year of 1934*

The Weekly Kansas City Star carried a larger number of individual display as well as classified advertisements than was carried by *both* the second Missouri and Kansas farm papers *combined*. The Weekly Kansas City Star carried more than 16% more total lineage than *both* the second Missouri and Kansas farm papers *combined*!

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The Weekly Kansas City Star refuses a considerable amount of medical and other objectionable advertising which competitive farm papers accept!

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## The Weekly Kansas City Star

*Largest Weekly Farm Circulation in America  
Lowest Advertising Rate of All Farm Papers*

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# 300 Largest Advertisers in Newspapers for 1934

Comparative Figures Show Number of Gains Over 1933

BY advancing from second to first place, the Liggett & Myers Tobacco Company in 1934 took the lead as the largest user of newspaper advertising. The ten largest users remain the same with the exception that P. Lorillard Company has taken tenth place from Colgate-Palmolive-Peet. These and many other interesting and significant comparisons are found in a list of 300 largest newspaper advertisers prepared for PRINTERS' INK by Media Records, Inc.

The first newspaper list appeared last year. This year comparative figures between 1933 and 1934 are shown, the first time such detailed comparison has been possible.

Among the first ten advertisers in this list, four are tobacco companies. Three of these companies are among the four largest newspaper advertisers. In addition to the four tobacco companies in the first ten list there are three automobile manufacturers, two soap manufacturers and one food company.

The figures show that the prod-

uct receiving the largest newspaper lineage during 1934 was the Chesterfield Cigarette which replaced Camel, last year's largest advertiser. As was true last year, the Ford automobile gets the largest lineage in newspapers of any single make of car.

In having this list prepared PRINTERS' INK has included not only the total lineage for the leading advertisers, but also the total lineage for each subsidiary and the number of cities in which the company and its subsidiaries advertised. This complete breakdown, with its comparisons between 1933 and 1934, enables the reader not only to analyze company against company, but also product against product during the two years. Where there seem to be wide discrepancies in lineage used by competing products, the list shows that frequently this is caused not by smaller appropriations but by smaller lists.

Because of the length of the tabulation, part is given in this issue while the remainder will be listed in next week's issue.

| Advertiser                     | 1934       |        | 1933       |        |
|--------------------------------|------------|--------|------------|--------|
|                                | Linage     | Cities | Linage     | Cities |
| Liggett & Myers Tobacco Co.... | 19,585,349 | —      | 14,988,586 | —      |
| Chesterfield .....             | 17,103,046 | 86     | 13,584,340 | 81     |
| Granger Pipe Tobacco .....     | 2,319,001  | 54     | 1,404,246  | 32     |
| Velvet .....                   | 163,302    | 7      | —          | —      |
| General Motors Corp. ....      | 19,401,104 | —      | 13,202,769 | —      |
| Chevrolet .....                | 7,887,860  | 88     | 4,517,302  | 83     |
| General Motors Institutional.. | 2,537,126  | 72     | 871,534    | 61     |
| Pontiac .....                  | 2,335,016  | 87     | 1,751,701  | 82     |
| Buick .....                    | 1,890,283  | 85     | 1,235,420  | 81     |
| Oldsmobile .....               | 1,377,535  | 87     | 1,018,635  | 82     |
| Frigidaire .....               | 1,182,084  | 79     | 1,451,829  | 78     |
| Fisher Bodies .....            | 501,871    | 28     | 987,992    | 70     |
| La Salle .....                 | 492,273    | 77     | —          | —      |
| Chevrolet (Trucks) .....       | 389,321    | 85     | 383,671    | 78     |
| Cadillac-La Salle .....        | 274,569    | 76     | 226,725    | 69     |
| Delco Heat .....               | 147,570    | 28     | 160,526    | 20     |

| Advertiser                                     | 1934       |        | 1933       |        |
|--|------------|--------|------------|--------|
|  | Linage     | Cities | Linage     | Cities |
| General Motors Trucks .....                    | 140,582    | 42     | 40,646     | 21     |
| AC Spark Plugs.....                            | 41,067     | 46     | —          | —      |
| Frigidaire Air Conditioning.....               | 40,717     | 16     | 32,591     | 15     |
| Delco Heat Boiler .....                        | 38,070     | 7      | —          | —      |
| Delco Heat Equipment .....                     | 33,418     | 13     | —          | —      |
| Chevrolet Accessories .....                    | 32,368     | 17     | —          | —      |
| Cadillac .....                                 | 20,016     | 15     | 97,388     | 44     |
| Buick-Pontiac .....                            | 17,765     | 23     | 21,378     | 15     |
| AC Spark Plug Cleaner.....                     | 17,395     | 7      | —          | —      |
| Delco Products .....                           | 4,198      | 6      | —          | —      |
| Ethyl Gasoline Corp. .....                     | —          | —      | 334,204    | 62     |
| Chevrolet (Used) .....                         | —          | —      | 35,815     | 6      |
| Delco Fans .....                               | —          | —      | 18,260     | 32     |
| Frigidaire Beer Cooler .....                   | —          | —      | 17,152     | 13     |
| R. J. Reynolds Tobacco Co.....                 | 15,875,063 | —      | 17,150,797 | —      |
| Camel .....                                    | 15,397,399 | 86     | 16,828,670 | 81     |
| Reynolds Tobacco Co., R. J.,<br>Products ..... | 389,604    | 83     | 322,127    | 80     |
| Prince Albert .....                            | 88,060     | 17     | —          | —      |
| American Tobacco Co.                           |            |        |            |        |
| Lucky Strike .....                             | 15,475,371 | 86     | 12,092,407 | 81     |
| Lever Bros. Co. ....                           | 10,590,375 | —      | 11,306,513 | —      |
| Lux .....                                      | 3,424,961  | 79     | 3,587,166  | 75     |
| Rinso .....                                    | 2,515,219  | 87     | 2,651,923  | 83     |
| Lux Flakes .....                               | 2,341,829  | 76     | 2,609,796  | 73     |
| Lifebuoy .....                                 | 2,153,512  | 86     | 2,327,837  | 83     |
| Lifebuoy Shaving Cream .....                   | 102,739    | 40     | 94,544     | 38     |
| Lever Bros. Products .....                     | 52,115     | 44     | 35,247     | 36     |
| Ford Motor Company .....                       | 9,660,719  | —      | 5,312,345  | —      |
| Ford (New) .....                               | 8,302,111  | 88     | 4,967,484  | 83     |
| Ford Trucks .....                              | 1,181,914  | 88     | 140,490    | 60     |
| Lincoln .....                                  | 119,054    | 65     | 197,269    | 42     |
| Ford (Used) .....                              | 46,359     | 9      | —          | —      |
| Ford Lincoln .....                             | 11,281     | 7      | 7,102      | 5      |
| Chrysler Corporation .....                     | 8,469,457  | —      | 7,057,967  | —      |
| Plymouth .....                                 | 3,118,217  | 88     | 2,945,672  | 81     |
| Dodge .....                                    | 2,268,226  | 85     | 2,171,559  | 81     |
| Chrysler .....                                 | 1,138,956  | 80     | 954,852    | 80     |
| DeSoto .....                                   | 876,990    | 83     | 683,016    | 77     |
| Dodge Trucks .....                             | 594,254    | 74     | 242,573    | 62     |
| Chrysler-DeSoto .....                          | 145,366    | 45     | —          | —      |
| Dodge-Plymouth .....                           | 138,688    | 60     | —          | —      |
| Chrysler Motors Institutional.....             | 86,540     | 49     | —          | —      |
| Chrysler-Plymouth .....                        | 62,403     | 49     | 60,295     | 38     |
| DeSoto-Plymouth .....                          | 39,817     | 38     | —          | —      |
| Procter & Gamble Company.....                  | 6,525,930  | —      | 5,681,974  | —      |
| Camay .....                                    | 2,067,828  | 76     | 2,322,023  | 81     |
| Oxydol .....                                   | 1,550,273  | 77     | 1,628,114  | 60     |
| Chipso .....                                   | 1,091,264  | 51     | 668,513    | 41     |
| Ivory Soap .....                               | 822,818    | 75     | 267,485    | 23     |
| Crisco .....                                   | 488,538    | 41     | 534,107    | 39     |
| P. & G. Soap .....                             | 169,028    | 59     | —          | —      |
| Kirks Cocoa Hardwater Castile .....            | 149,825    | 13     | 126,663    | 13     |
| Ivory Flakes .....                             | 90,445     | 54     | —          | —      |
| Ivory Snow .....                               | 65,771     | 4      | 42,089     | 7      |
| Ivory Shaving Cream .....                      | 30,140     | 4      | —          | —      |

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UP!

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UP!

April IS  
TOWER'S  
Biggest Issue

The April issue of Tower Magazines is the biggest in five years.

Bigger than April, 1932, Tower's previous high.

Bigger, of course, than April, 1934.

There is, however, even more revealing news than that . . . a sound and substantial gain for every month so far of 1935 over 1934—Tower's biggest year!\*

*What About Circulation  
In The New 680-line Size?*

January issue—first in the new 680-line size—adds 76,000 circulation (estimated net) to January of 1934.

And It's All Voluntary!

\*Gain is figured in terms of the old 429-line page  
... New rates not effective until August issue.

**TOWER MAGAZINES, INC.**

NEW MOVIE • SERENADE • HOME • TOWER RADIO • MYSTERY

Feb. 28, 1935

Feb. 28,

| Advertiser                           | 1934      |        | 1933      |        |
|--------------------------------------|-----------|--------|-----------|--------|
|                                      | Linage    | Cities | Linage    | Cities |
| Kirk's Soap .....                    | —         | —      | 43,902    | 3      |
| Easy Task Soap Chips .....           | —         | —      | 34,750    | 7      |
| Lava .....                           | —         | —      | 8,381     | 23     |
| Procter & Gamble Products .....      | —         | —      | 5,947     | 6      |
| Standard Brands, Inc. .....          | 5,843,671 | —      | 5,296,995 | —      |
| Fleischmann's Yeast .....            | 2,822,316 | 75     | 2,794,703 | 71     |
| Chase & Sanborn Coffee .....         | 1,700,712 | 50     | 1,725,481 | 47     |
| Fleischmann Gin .....                | 570,378   | 42     | 14,845    | 4      |
| Royal Desserts .....                 | 356,630   | 26     | 316,401   | 33     |
| Royal Baking Powder .....            | 150,668   | 18     | 180,806   | 18     |
| C. W. Coffee .....                   | 129,039   | 4      | —         | —      |
| Tender Leaf Tea .....                | 113,928   | 19     | —         | —      |
| Chase & Sanborn Tea .....            | —         | —      | 172,228   | 22     |
| C. W. Coffee and Tea .....           | —         | —      | 92,531    | 5      |
| P. Lorillard Co. .....               | 4,256,245 | —      | 1,267,351 | —      |
| Old Gold .....                       | 4,225,455 | 75     | 1,267,351 | 70     |
| Union Leader .....                   | 30,790    | 4      | —         | —      |
| Sterling Products Corp. ....         | 3,964,494 | —      | 4,641,578 | —      |
| Bayer's Aspirin .....                | 1,156,458 | 80     | 1,671,037 | 76     |
| Dr. Lyon's Tooth Powder .....        | 793,256   | 58     | 551,221   | 45     |
| Phillips' Milk of Magnesia .....     | 667,778   | 80     | 881,030   | 75     |
| California Syrup of Figs .....       | 397,451   | 79     | 403,681   | 73     |
| Midol .....                          | 355,085   | 65     | 390,059   | 67     |
| Danderine .....                      | 156,383   | 37     | 112,131   | 68     |
| Fletcher's Castoria .....            | 125,038   | 23     | 197,859   | 46     |
| Liquid Arvon .....                   | 112,241   | 63     | 118,301   | 65     |
| Phillips' Dental Magnesia .....      | 107,993   | 38     | 7,593     | 6      |
| Pape's Cold Compound .....           | 45,634    | 36     | 28,246    | 29     |
| Pape's Diapepsin .....               | 42,896    | 14     | 86,036    | 43     |
| Diamond Dyes .....                   | 4,281     | 4      | 39,729    | 10     |
| Cascarets .....                      | —         | —      | 111,801   | 17     |
| Andrew's Effervescent Salt .....     | —         | —      | 33,946    | 4      |
| Mulsified Cocoanut Oil Shampoo ..... | —         | —      | 8,908     | 6      |
| H. J. Heinz Co. ....                 | 3,634,429 | —      | 1,977,622 | —      |
| Heinz Soups .....                    | 1,242,162 | 66     | 225,166   | 48     |
| Heinz Misc. Products .....           | 540,154   | 65     | 900,173   | 59     |
| Heinz Tomato Ketchup .....           | 491,076   | 63     | 110,361   | 47     |
| Heinz Baked Beans .....              | 487,887   | 64     | 221,181   | 50     |
| Heinz Rice Flakes .....              | 403,741   | 44     | 120,417   | 29     |
| Heinz Spaghetti .....                | 253,647   | 67     | 90,575    | 48     |
| Heinz Condiments .....               | 75,796    | 51     | 266,025   | 56     |
| Heinz Baby Foods .....               | 73,560    | 61     | —         | —      |
| Heinz Tomato Juice .....             | 36,894    | 60     | 16,844    | 50     |
| Heinz Jellies .....                  | 15,836    | 47     | —         | —      |
| Heinz Breakfast Wheat .....          | 13,676    | 60     | —         | —      |
| Heinz Vinegar .....                  | —         | —      | 16,554    | 41     |
| Heinz Pickles .....                  | —         | —      | 4,115     | 17     |
| Heinz Beefsteak Sauce .....          | —         | —      | 3,965     | 10     |
| Heinz Peanut Butter .....            | —         | —      | 2,246     | 11     |
| Kellogg Company .....                | 3,379,918 | —      | 3,959,838 | —      |
| Kellogg's Corn Flakes .....          | 1,015,806 | 78     | 1,084,412 | 74     |
| Kellogg's All Bran .....             | 993,595   | 86     | 1,127,611 | 74     |
| Kellogg's Rice Krispies .....        | 618,321   | 78     | 678,707   | 74     |
| Kellogg's Kaffee Hag .....           | 294,548   | 56     | 541,786   | 49     |
| Kellogg's Pep .....                  | 271,262   | 70     | 78,579    | 27     |

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|--|------------|--------|-----------|--------|--------|
|  |            | Linage | Cities    | Linage | Cities |
| Kellogg's Pep Bran Flakes  | 73,238     | 13     | 316,229   | 50     |        |
| Kellogg's Wheat Krispies   | 36,570     | 9      | 95,865    | 16     |        |
| Kellogg's Wheat Flakes   | 31,758     | 16     | —         | —      |        |
| Kellogg's Whole Wheat Biscuits   | 25,732     | 20     | —         | —      |        |
| Kellogg's Products   | 19,088     | 20     | —         | —      |        |
| Kellogg's Cereals  | —          | —      | 21,376    | 15     |        |
| Kellogg's Whole Wheat Flakes.  | —          | —      | 15,273    | 5      |        |
| General Foods Corporation  | 3,339,776  | —      | 3,306,421 | —      |        |
| Postum   | 713,290    | 49     | 152,111   | 48     |        |
| Grape-Nuts Flakes  | 483,948    | 80     | 182,537   | 75     |        |
| Post Toasties  | 453,064    | 66     | 886,524   | 68     |        |
| Calumet Baking Powder  | 412,092    | 65     | 553,814   | 65     |        |
| Post's Bran Flakes   | 393,586    | 74     | 379,317   | 65     |        |
| Sanka Coffee   | 304,107    | 24     | 284,659   | 22     |        |
| Certo  | 217,151    | 72     | 225,171   | 68     |        |
| Grape-Nuts   | 101,047    | 53     | 119,880   | 42     |        |
| La France  | 86,840     | 51     | 25,081    | 7      |        |
| Maxwell House Coffee   | 65,041     | 24     | 79,468    | 10     |        |
| Swans Down Cake Flour  | 44,957     | 14     | —         | —      |        |
| General Foods Misc. Products   | 23,086     | 27     | 17,529    | 12     |        |
| Jell-O   | 23,068     | 38     | 157,598   | 41     |        |
| General Foods Baking Prods.  | 10,957     | 18     | —         | —      |        |
| Log Cabin Syrup  | 7,542      | 21     | 67,084    | 65     |        |
| Swans Down Biscuit Mix   | —          | —      | 136,202   | 23     |        |
| Swans Down Flour   | —          | —      | 36,261    | 4      |        |
| Bakers Bexert  | —          | —      | 2,464     | 7      |        |
| Swans Down Pure Food Products  | —          | —      | 721       | 5      |        |
| Lydia E. Pinkham Med. Co. Prod.  | 3,016,847  | —      | 2,817,619 | —      |        |
| Pinkham Veg. Comp., Lydia E.   | 1,947,414  | 85     | —         | —      |        |
| Pinkham Tablets, Lydia E....   | 762,771    | 85     | —         | —      |        |
| Pinkham Products, Lydia E...   | 306,662    | 83     | 2,817,619 | 82     |        |
| Socony-Vac'm Oil Co. Inc., Prods.  | 2,940,938  | —      | 2,734,161 | —      |        |
| Socony Vacuum Corp. Prods...   | 2,940,938  | 67     | 2,560,840 | 50     |        |
| Socony Household Pack  | —          | —      | 137,981   | 25     |        |
| Socony Insect Spray  | —          | —      | 35,340    | 22     |        |
| Sun Oil Co.  | 2,840,762  | 46     | 1,737,056 | 42     |        |
| Schenley Distillers Corp.  | 2,599,668  | —      | 68,582    | —      |        |
| Schenley Distillers Corp. Prods.   | 772,256    | 53     | 60,926    | 16     |        |
| Golden Wedding Whiskey   | 608,299    | 43     | —         | —      |        |
| Cream of Kentucky Whiskey.   | 275,101    | 31     | —         | —      |        |
| Mayflower Whiskey  | 207,332    | 20     | —         | —      |        |
| Coronet Dry Gin  | 111,510    | 7      | —         | —      |        |
| Bacardi  | 109,433    | 33     | —         | —      |        |
| Gibson's Whiskies  | 96,782     | 12     | —         | —      |        |
| Pepper, Jas. E. & Co., Whiskies  | 86,812     | 23     | —         | —      |        |
| Monticello Whiskey   | 82,586     | 15     | —         | —      |        |
| Silver Wedding Gin   | 64,893     | 20     | 7,656     | 6      |        |
| Old Quaker Whiskey   | 63,845     | 25     | —         | —      |        |
| O. F. C. Whiskey   | 31,700     | 13     | —         | —      |        |
| Buckeye Whiskey  | 24,572     | 15     | —         | —      |        |
| Geo. Roe Irish Whiskey   | 18,090     | 7      | —         | —      |        |
| Spur Whiskey   | 14,722     | 9      | —         | —      |        |
| Dubonnett Liquors  | 14,124     | 19     | —         | —      |        |
| Old Stagg Whiskey  | 7,236      | 4      | —         | —      |        |
| Echo Gin   | 5,312      | 5      | —         | —      |        |
| Mayfair London Dry Gin   | 2,456      | 2      | —         | —      |        |

Feb. 28, 1935

Feb. 28,

| Advertiser                              | 1934      |        | 1933      |        |
|---|-----------|--------|-----------|--------|
|   | Linage    | Cities | Linage    | Cities |
| College Hill Whiskey .....              | 1,842     | 4      | —         | —      |
| Otard Cognac .....                      | 765       | 4      | —         | —      |
| Goodyear Tire & Rubber Co. ....         | 2,549,602 | 74     | 2,119,388 | 77     |
| Hudson Motor Car Co. ....               | 2,509,086 | —      | 1,721,875 | —      |
| Hudson Terraplane .....                 | 1,237,668 | 85     | —         | —      |
| Terraplane .....                        | 795,199   | 85     | —         | —      |
| Hudson .....                            | 476,219   | 85     | 44,443    | 18     |
| Essex .....                             | —         | —      | 930,079   | 78     |
| Hudson-Essex .....                      | —         | —      | 747,353   | 77     |
| National Distillers Products .....      | 2,360,201 | —      | 186,923   | —      |
| Crab Orchard Whiskey .....              | 743,327   | 53     | —         | —      |
| National Distillers Prods. ....         | 329,156   | 40     | 186,923   | 41     |
| Brigadier Whiskey .....                 | 251,624   | 51     | —         | —      |
| Windsor Bourbon Whiskey .....           | 239,272   | 51     | —         | —      |
| Old Overholt .....                      | 238,041   | 32     | —         | —      |
| Penn-Maryland Co. Prods. ....           | 201,379   | 37     | —         | —      |
| Rewco Rye Whiskey .....                 | 67,798    | 30     | —         | —      |
| Town Tavern Whiskey .....               | 65,204    | 36     | —         | —      |
| Belle of Nelson Whiskey .....           | 60,478    | 46     | —         | —      |
| Shenandoah Whiskey .....                | 52,298    | 42     | —         | —      |
| Mistletoe Dry Gin .....                 | 52,296    | 3      | —         | —      |
| Penn Maryland Whiskey .....             | 31,813    | 8      | —         | —      |
| Old Prentice Whiskey .....              | 27,515    | 13     | —         | —      |
| American Home Products .....            | 2,222,211 | —      | 1,652,602 | —      |
| Jad Salts .....                         | 640,520   | 74     | 460,346   | 71     |
| Kolynos .....                           | 622,977   | 48     | 554,788   | 38     |
| Freezone .....                          | 311,323   | 74     | 284,677   | 70     |
| Hill's Cascara Quinine .....            | 267,441   | 65     | 177,229   | 69     |
| Limestone Phosphate .....               | 258,575   | 25     | 11,713    | 4      |
| Old English Products .....              | 121,375   | 47     | 4,362     | 5      |
| Hill's Products .....                   | —         | —      | 80,225    | 36     |
| Outgro .....                            | —         | —      | 68,035    | 68     |
| Rowles Mentho Sulphur .....             | —         | —      | 8,599     | 17     |
| Hill's Nose Drops .....                 | —         | —      | 2,628     | 9      |
| Wrigley's Gum .....                     | 2,202,335 | 84     | 2,188,848 | 78     |
| Nash Motors Co., The .....              | 2,142,942 | —      | 791,653   | —      |
| Nash .....                              | 963,742   | 86     | 791,653   | 74     |
| Lafayette .....                         | 722,830   | 82     | —         | —      |
| Nash-Lafayette .....                    | 456,370   | 82     | —         | —      |
| Firestone Tire & Rubber Co. ....        | 2,071,667 | —      | 1,331,822 | —      |
| Firestone .....                         | 2,071,667 | 83     | 1,296,745 | 77     |
| Firestone Products .....                | —         | —      | 26,994    | 8      |
| Firestone Batteries .....               | —         | —      | 8,083     | 11     |
| Standard Oil Co. of Indiana Prods. .... | 2,008,326 | 15     | 2,161,962 | 12     |
| Philco Radio & Television Co. ....      | 1,955,499 | 74     | 1,085,916 | 73     |
| (Philco Radio) .....                    | 1,888,685 | 27     | 1,816,852 | 26     |
| Atlantic Refining Co. ....              | 1,880,065 | —      | 33,481    | —      |
| Continental Distilling Corp. ....       | 665,646   | 38     | —         | —      |
| Sweepstakes Whiskey .....               | 380,691   | 39     | 13,698    | 4      |
| Continental Distilling Corp. ....       | 275,016   | 20     | —         | —      |
| Prods. ....                             | 225,633   | 33     | 19,783    | 7      |
| Rittenhouse Rye Whiskey .....           | 176,395   | 35     | —         | —      |
| Dixie Belle Gin .....                   | 73,918    | 12     | —         | —      |
| Cavalier Gin .....                      | —         | —      | —         | —      |
| Keystone State Rye .....                | —         | —      | —         | —      |

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January 1,  
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The Dallas

# Some Real Texas News

It's no secret down here in Texas although you will NOT find a word about it in A. B. C. reports nor in Standard Rate & Data -- good as these media are!

Here's the story

-for Fact-Hunting Space Buyers Who Are Looking for a "Different Slant"



## The Dallas News Among 13 Papers Chosen for Library of Chicago U.

FOR the current recording of history and of social changes, day by day—local, sectional and national—as such are reflected in the columns of daily newspapers, the University of Chicago has selected thirteen U. S. newspapers whose issues are to be preserved in its libraries in as permanent form as science can devise.

The Dallas Morning News is included in this group. Files of these newspapers will be kept unbroken from January 1, 1935 and, where possible, issues prior to this date will be included. Such files will be available for future students of history and the social sciences.

For the better service of its readers, The News has added to its issues since January 1, 1935, Associated Press WIREPHOTOS and the new colorgravure Sunday magazine, "THIS WEEK."

IN 1934, The Dallas Morning News was the only Texas newspaper included in the list of seventy journals of the United States which play a large part in world affairs, according to "The Political Handbook of the World, 1934," published by Harper & Brothers, New York.

The Handbook's foreword explains, "An effort has been made to select those papers which are most apt to be quoted abroad; many papers of large circulation and much local influence are necessarily omitted."

## The Dallas Morning News

*Texas' Leading Newspaper*

JOHN B. WOODWARD, INC., Representatives

The Dallas Journal — Semi-Weekly Farm News — Radio Station WFAA

OLDEST BUSINESS INSTITUTION IN TEXAS

Feb. 28, 1935

Feb. 28, 19

| Advertiser                                   | 1934      |        | 1933      |        |
|--|-----------|--------|-----------|--------|
|  | Linage    | Cities | Linage    | Cities |
| Snug Harbor Whiskey.....                     | 62,322    | 15     | —         | —      |
| Envoy Club.....                              | 20,444    | 14     | —         | —      |
| The Wander Company (Ovaltine)                | 1,757,529 | 75     | 1,042,345 | 56     |
| Shell Oil Company.....                       | 1,730,503 | —      | 1,986,241 | —      |
| Shell Oil Company Prods.....                 | 765,245   | 10     | —         | —      |
| Shell Petroleum Corp. Prods.....             | 537,118   | 29     | 1,986,241 | 64     |
| Shell Eastern Petroleum Products, Inc.....   | 428,140   | 31     | —         | —      |
| Continental Oil Co.....                      | 1,623,885 | 49     | 1,655,041 | 40     |
| Vick Chemical Co.....                        | 1,586,850 | —      | 2,120,901 | —      |
| Vick's Products.....                         | 605,457   | 88     | 595,482   | 82     |
| Vick Va-tro-nol.....                         | 567,044   | 88     | 97,735    | 67     |
| Vick's Vapo-Rub.....                         | 230,891   | 88     | 272,717   | 70     |
| Vick's Cough Drops.....                      | 167,228   | 87     | 125,843   | 69     |
| Vick's Voratone.....                         | 16,230    | 86     | 1,029,124 | 81     |
| Canada Dry Ginger Ale, Inc.....              | 1,547,484 | —      | 1,124,081 | —      |
| Canada Dry Ginger Ale.....                   | 684,370   | 67     | 994,256   | 73     |
| Johnnie Walker Whiskey.....                  | 252,748   | 26     | —         | —      |
| Canada Dry Beverages.....                    | 201,301   | 27     | 113,175   | 35     |
| Hupfels.....                                 | 182,646   | 10     | —         | —      |
| Canada Dry Gin.....                          | 122,777   | 23     | 16,650    | 3      |
| Canada Dry Liquors.....                      | 58,921    | 6      | —         | —      |
| Canada Dry Sparkling Water.....              | 44,721    | 7      | —         | —      |
| Frankfort Distilleries, Inc.....             | 1,542,952 | —      | 25,012    | —      |
| Paul Jones Whiskey.....                      | 468,923   | 47     | —         | —      |
| Four Roses.....                              | 426,413   | 47     | —         | —      |
| Frankfort Distilleries, Inc.....             | 267,242   | 27     | 25,012    | 11     |
| Shipping Port Whiskey.....                   | 212,274   | 35     | —         | —      |
| Penn State Whiskey.....                      | 105,918   | 9      | —         | —      |
| Wolf Creek Whiskey.....                      | 62,182    | 13     | —         | —      |
| Seagrams Distillers Corp. Prods.....         | 1,540,847 | 53     | —         | —      |
| Standard Oil of New Jersey.....              | 1,474,313 | —      | 1,140,575 | —      |
| Standard Oil Co. of New Jersey Products..... | 617,012   | 9      | 264,288   | 6      |
| Flit.....                                    | 345,192   | 52     | 244,520   | 48     |
| Mistol.....                                  | 202,855   | 29     | 334,057   | 81     |
| Gilbarco.....                                | 172,239   | 29     | —         | —      |
| Nujol.....                                   | 125,381   | 28     | 157,490   | 35     |
| Esso Handy Oil.....                          | 8,041     | 17     | —         | —      |
| Daggett & Ramsdell Cold Cream.....           | 3,593     | 3      | 11,527    | 4      |
| Cream of Nujol.....                          | —         | —      | 128,693   | 35     |
| American Oil Company.....                    | 1,462,336 | —      | 1,553,251 | —      |
| American Oil Co. Products.....               | 1,446,344 | 36     | 1,530,995 | 31     |
| Amox.....                                    | 15,992    | 5      | 22,256    | 10     |
| General Cigar Corp.....                      | 1,452,084 | —      | 1,325,706 | —      |
| White Owl.....                               | 859,275   | 33     | 857,251   | —      |
| Robert Burns.....                            | 396,560   | 21     | 27,655    | 6      |
| Van Dyck.....                                | 196,249   | 23     | 440,800   | 27     |
| Tidewater Oil Sales Corp.....                | 1,414,628 | 45     | 1,028,830 | 38     |
| National Dairy.....                          | 1,395,422 | —      | 2,223,508 | —      |
| Sheffield Farms Milk.....                    | 406,388   | 11     | 380,949   | 10     |

| Cities | Advertiser                                  | 1934      |        | 1933      |        |
|--------|---|-----------|--------|-----------|--------|
|        |   | Linage    | Cities | Linage    | Cities |
| —      | Kraft's Miracle Whip Salad Dressing         | 210,431   | 24     | 760,614   | 44     |
| 56     | Breyer's Ice Cream                          | 165,973   | 11     | 71,838    | 10     |
| —      | Fro Joy Ice Cream                           | 150,920   | 13     | 64,872    | 12     |
| —      | Suppée Milk                                 | 127,537   | 4      | —         | —      |
| 64     | Nat'l Dairy Prods. Ice Cream                | 107,652   | 14     | —         | —      |
| —      | Suppée Ice Cream                            | 77,596    | 5      | —         | —      |
| 40     | Kraft Cheeses                               | 40,904    | 23     | 406,272   | 65     |
| —      | Deerfoot Farm Meat Products                 | 39,302    | 5      | 42,229    | 6      |
| 82     | Suppée Cheese                               | 31,282    | 3      | —         | —      |
| 67     | Suppée Butter                               | 30,746    | 3      | —         | —      |
| 70     | Jersey Ice Cream                            | 6,691     | 3      | 5,071     | 3      |
| 69     | Kraft Mayonnaise                            | —         | —      | 293,896   | 18     |
| 81     | Suppée-Wills-Jones Dairy Products           | —         | —      | 193,525   | 5      |
| —      | Philadelphia Cream Cheese                   | —         | —      | 4,242     | 4      |
| —      | Studebaker Corporation                      | 1,363,757 | —      | 2,375,876 | —      |
| —      | Studebaker                                  | 1,166,082 | 83     | 1,703,334 | 80     |
| 73     | Pierce-Arrow                                | 190,376   | 54     | 187,127   | 62     |
| —      | White Truck                                 | 5,322     | 13     | 3,208     | 5      |
| 35     | Studebaker                                  | 1,977     | 4      | —         | —      |
| 3      | Rockne                                      | —         | —      | 482,207   | 79     |
| —      | National Biscuit Co. Products               | 1,333,156 | —      | 1,577,992 | —      |
| —      | Shredded Wheat                              | 763,464   | 87     | 783,446   | 82     |
| —      | National Biscuit Co.                        | 546,472   | 80     | 776,291   | 81     |
| —      | Milk Bone                                   | 23,220    | 9      | 18,255    | 11     |
| —      | General Electric Company                    | 1,327,935 | —      | 1,014,599 | —      |
| —      | General Electric (Refrig.)                  | 614,947   | 50     | 504,909   | 52     |
| 11     | General Electric (Radio)                    | 222,718   | 45     | 37,852    | 13     |
| —      | General Electric Misc. Prods.               | 157,307   | 45     | 222,306   | 59     |
| —      | General Electric (Oil Burners)              | 111,422   | 12     | 134,677   | 17     |
| —      | General Electric Fans                       | 65,960    | 57     | —         | —      |
| —      | General Electric Washer                     | 41,434    | 28     | 31,958    | 21     |
| —      | Edison Mazda Lamps                          | 40,098    | 3      | 43,229    | 10     |
| —      | General Electric Air Conditioning Equipment | 29,716    | 15     | 9,587     | 5      |
| 6      | General Electric Range                      | 23,747    | 11     | —         | —      |
| 48     | General Electric Ironer                     | 7,842     | 12     | —         | —      |
| 81     | General Electric Vacuum Cleaner             | 7,749     | 7      | 3,386     | 4      |
| 35     | General Electric Dishwasher                 | 4,995     | 8      | —         | —      |
| —      | General Electric Lamps                      | —         | —      | 21,354    | 15     |
| —      | General Electric Commercial Refrigerator    | —         | —      | 3,670     | 6      |
| 4      | General Elec. Water Cooler                  | —         | —      | 1,671     | 3      |
| 35     | Gulf Refining Co.                           | 1,291,505 | 61     | 2,425,076 | 51     |
| —      | Premier Pabst Sales Co.                     | 1,276,425 | —      | 1,609,218 | —      |
| 31     | Pabst Blue Ribbon                           | 791,661   | 71     | 859,770   | 70     |
| 10     | Blue Ribbon Malt Extract                    | 243,380   | 67     | 681,170   | 75     |
| —      | Pabst-ett Cheese                            | 241,384   | 34     | 29,028    | 17     |
| 62     | Puritan Malt                                | —         | —      | 28,710    | 8      |
| 6      | Pabst Malt                                  | —         | —      | 10,540    | 4      |
| 27     | Colgate-Palmolive-Peet Co.                  | 1,275,488 | —      | 4,069,242 | —      |
| 38     | Palmolive                                   | 649,259   | 68     | 2,549,891 | 76     |
| —      | Colgate's                                   | 347,102   | 54     | 482,753   | 81     |
| 10     | Cashmere Bouquet                            | 119,734   | 21     | 72,301    | 4      |
| —      | Colgate-Palmolive-Peet Prods.               | 93,284    | 30     | —         | —      |

*The idea came to me a*



PHOTOGRAPHIC ILLUSTRATION BY LAZHNICK

*The more* **P.I.**

\*PRINTERS' IN WEEKL

me a dream last night!"

... maybe, but depending on dreams will never give him a high



Your personal I.Q., your *Idea Quotient*, is equal to the number of ideas you produce ÷ the number of hours you work. To raise that I.Q. is more a matter of *digging* than dreaming . . . for even ideas that seem to come "out of thin air" are born of acquired knowledge.

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On these grounds we state our premise . . .

the higher the **I.Q.**

Feb. 28, 1935

Feb. 28,

| Advertiser                                  | 1934      |        | 1933      |        |
|---|-----------|--------|-----------|--------|
|   | Linage    | Cities | Linage    | Cities |
| Colgate & Palmolive Prods....               | 56,797    | 41     | 82,267    | 51     |
| Super Suds .....                            | 9,312     | 10     | 575,994   | 47     |
| Colgate Palmolive Shav. Cream               | —         | —      | 182,448   | 35     |
| Colgate Palmolive Shaving Req.              | —         | —      | 110,402   | 42     |
| Seventeen Preparations .....                | —         | —      | 13,186    | 12     |
| Bayuk Cigars, Inc.....                      | 1,260,259 | —      | 948,437   | —      |
| Bayuk .....                                 | 1,260,259 | 40     | 909,095   | 34     |
| Mapacuba .....                              | —         | —      | 39,342    | 4      |
| S. S. S. Co.....                            | 1,258,084 | 63     | 907,169   | 60     |
| Sinclair Refining Co.....                   | 1,202,573 | 60     | 1,098,436 | 54     |
| Norge Co.....                               | 1,078,162 | —      | 552,234   | —      |
| Norge Refrigerator.....                     | 1,054,425 | 68     | 552,234   | 60     |
| Norge Oil Burner.....                       | 4,543     | 6      | —         | —      |
| Norge Washer .....                          | 19,194    | 10     | —         | —      |
| Continental Baking Co. (Wonder Bread) ..... | 1,043,274 | 44     | 1,567,134 | 39     |
| Quaker Oats Co., The.....                   | 1,022,021 | —      | 759,996   | —      |
| Quaker Oats Cereal.....                     | 570,237   | 63     | 652,614   | 62     |
| Aunt Jemima Pancake Flour ..                | 209,810   | 65     | 96,347    | 50     |
| Quick Quaker Oats.....                      | 62,453    | 27     | —         | —      |
| Quaker Crackels .....                       | 60,414    | 23     | —         | —      |
| Quaker Whole Wheat Biscuit                  |           |        |           |        |
| Muffets .....                               | 45,917    | 5      | —         | —      |
| Quaker Oats .....                           | 42,233    | 19     | —         | —      |
| Quaker Puffed Rice.....                     | 18,822    | 42     | —         | —      |
| Quick Mother's Oats.....                    | 12,135    | 15     | 11,035    | 11     |
| Southern Pacific Railroad.....              | 1,005,040 | 47     | 790,246   | 41     |
| Walker, Hiram & Sons, Inc.....              | 936,385   | —      | 263,602   | —      |
| Canadian Club Whiskey.....                  | 375,848   | 48     | 109,776   | 34     |
| Walker, Hiram & Sons, Prods..               | 332,308   | 56     | 153,826   | 38     |
| Walker, Hiram & Sons, London                |           |        |           |        |
| Dry Gin .....                               | 151,506   | 20     | —         | —      |
| Ten High Whiskey.....                       | 56,865    | 20     | —         | —      |
| Ridgewood Whiskey.....                      | 16,582    | 11     | —         | —      |
| Stodart's Scotch Whiskey.....               | 3,276     | 4      | —         | —      |
| Kelvinator Sales Corp.....                  | 930,087   | —      | 1,151,079 | —      |
| Kelvinator Refrigerator.....                | 681,066   | 55     | 844,228   | 58     |
| Leonard .....                               | 231,886   | 43     | 306,101   | 48     |
| Kelvinator Oil Burner.....                  | 14,505    | 7      | —         | —      |
| Kelvinator Air Conditioning                 |           |        |           |        |
| Equipment .....                             | 2,630     | 3      | —         | —      |
| Kelvinator Water Cooler.....                | —         | —      | 750       | 4      |
| Park & Tilford.....                         | 927,127   | —      | 412,406   | —      |
| Tintex .....                                | 585,149   | 68     | 412,406   | 57     |
| Tintex & Whitex .....                       | —         | —      | —         | —      |
| Vat 69 Scotch Whiskey.....                  | 139,485   | 21     | —         | —      |
| Booth's High & Dry Gin.....                 | 100,038   | 13     | —         | —      |
| Hartell's Cognac.....                       | 84,559    | 15     | —         | —      |
| Park & Tilford Rye.....                     | 13,457    | 6      | —         | —      |
| Abbott's Bitters.....                       | 4,439     | 4      | —         | —      |
| Hills Bros. Coffee.....                     | 926,873   | 24     | 659,872   | 22     |
| Standard Oil Co. of California              |           |        |           |        |
| Products .....                              | 920,479   | 12     | 860,113   | 12     |

(To be concluded next week)

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## Death of Adolph Schuetz

ADOLPH SCHUETZ, president of the Sterling Engraving Company, New York, died last week at Brooklyn. He was fifty-nine years old. Mr. Schuetz, who started the Sterling company thirty-two years ago, was president of the Photo-Engravers Board of Trade and for ten years was president of the American Photo-Engravers Association. Adolph Schuetz, Jr., who survives him, is treasurer of the Sterling company.

♦ ♦ ♦

### Bradbury Fans

SIXTY-FOUR LOCUST HILL AVENUE  
YONKERS, NEW YORK

*Editor of PRINTERS' INK:*

Unaccustomed as I am to writing congratulations to anybody, I cannot forbear asking you to pass on to Amos Bradbury, whoever he is, my very best for his article entitled, "To the Ladies," in your February 21 issue. It certainly is a swell job and true as Hell.

G. S. McMILLAN.

♦ ♦ ♦

ROGERS, RAMSEY & HOGE  
NEW YORK

*Editor of PRINTERS' INK:*

Amos Bradbury's speech, "To the Ladies," is a corker. I wish he would actually make it. If he would get on something of a Chautauqua circuit I think he would render a real service.

JAMES F. HOGE.

♦ ♦ ♦

THE THOMPSON-KOCH COMPANY  
CINCINNATI, OHIO

*Editor of PRINTERS' INK:*

Pardon me for writing to tell you how much I enjoyed your delightful story, "To the Ladies."

EARLE A. MEYER.

♦ ♦ ♦

### New Account to Los Angeles Agency

The Barnes Chase Company, Los Angeles agency, has been appointed to direct the advertising of the Los Angeles and White King Soap Companies. Charles T. Nounnan, outdoor advertising executive who has handled White King outdoor advertising for many years, has joined the staff of the Barnes Chase agency.

♦ ♦ ♦

### Death of Fred L. Weare

Fred L. Weare, at one time business manager of the periodicals of the American Tract Society, died recently at Newburyport, Mass., aged seventy. In addition to his long career as publishers' representative, Mr. Weare was a member of the State legislature.

# GOOD COPY

—long or  
short—  
recalls the  
after-dinner  
speaker's  
last words—  
"I leave with  
you this  
message . . ."

# HAWLEY ADVERTISING COMPANY INC.

95 Madison Ave.  
New York City

# Dealer Meetings, Assorted

Among Many Styles, the Manufacturer May Take His Pick, and, if He Plans Well, Realize Worth-While Results

E. R. SQUIBB & SONS  
BROOKLYN, N. Y.

*Editor of PRINTERS' INK:*

We should like to obtain information on meetings that have taken place during the last year between drug manufacturers and retail distributors. We shall very much appreciate references to material that has appeared in PRINTERS' INK, or any other information you are able to supply us.

E. R. SQUIBB & SONS.

**I**N the matter of meetings with retailers and their salesmen, precedent indicates that the manufacturer may cut his cloth virtually as he likes; and, if he cuts with care and with an eye to certain principles, he can achieve worth-while results.

It seems rational that he will concern himself, first, with purpose; and then, mindful of whatever limitations he must observe, plan his dealer meetings so that his purpose, or purposes, will be fulfilled.

Among those purposes may be these: (1) to introduce a new line, or a re-styled line, or new products in an old line; (2) to present a program of merchandising; (3) to inform dealers and their salesmen about selling points; (4) to help retailers in their general operations—buying, selling, accounting, advertising, store arrangement, display, and so on; and (5) to bring into the manufacturer-dealer relationship the element of mutual personal interest, looking to closer and more profitable co-operation.

Depending upon his size or his scope, the manufacturer may cut himself a dealer convention to cost a few thousand dollars, or a half-million. He may bring his dealers to headquarters; or he may take his show to them. He may operate

by the plan of the George E. Keith Company and bring his dealers to the factory for a three or four-day montage of business, instruction, and fun; or he may adopt the method of Frigidaire and send out a traveling show—including a company of some seventy persons and a full-length talkie. Or he may divide his distribution area into districts, hold a meeting in each district, and thus deal with smaller groups of men and with simpler problems of geography.

With the thought, then, that a manufacturer may look over our line and select from the samples something that will fit his needs, let's examine current practice.

Here is a typical convention program—this out of the experience of Delco-Light:

10 a.m. Opening

A—Presentation of orders  
B—Introduction of new dealers and visitors  
C—Introductory remarks

10:20 Showing of film, "Development of Water Systems"

10:35 Discussion of film, including its use in demonstrating to prospects

10:45 Presentation of other demonstrating equipment

11:30 Announcements

12:00 Luncheon

1:15 p.m. Discussion of prospect card and user card plan

A—Stressing importance of system  
B—Explaining its use

2:30 Showing of film: "Off on the Right Foot"

2:45 Discussion of film

3:15 Twenty questions

3:45 Closing talk

4:00 Adjournment.

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which goes back to 1926, was to bring the dealers to Providence. The dealers paid their own transportation; but, while they were in Providence, they were the company's guests.

Although the factory ran as usual, the company officers did not do their daily jobs but gave the meeting all their time.\*

Orgham meetings were unique in that the dealers were subjected to no sales pressure. The purpose wasn't to sell them bills of goods, but principles and ideas. In the sessions, lectures—by recognized authorities—confined themselves to such matters as instalment selling, credit, better merchandising.

For concentration, the dealers were divided into three groups; and for each group there were special discussions. One group consisted of the proprietors and managers of stores, another of buyers and salesmen, and the third of "post-graduate" executives who had attended other conferences.

For two days the three groups were kept separate. On the third they were united for a single program. There was no formal banquet; and all entertainment was kept informal.

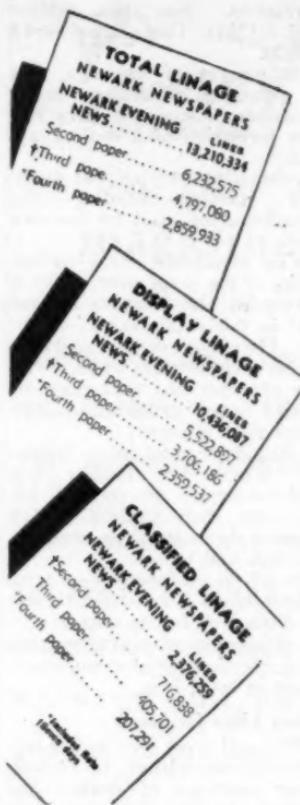
Next, the experience of a furniture house:

For some time, this concern had felt that retailers were being subjected to entirely too much preaching. The management changed its policy so that the dealers could run their meetings on their own.

The method worked—worked so well, in fact, that, in the course of a year, the company assembled forty meetings in as many States.

In each instance, a sponsor dealer, in co-operation with other dealers in his territory, staged the whole affair. Headquarters' only contribution to the gathering was an hour's talk by a headquarters man—a talk that covered announcements for the year, plans for advertising, market conditions, and so on, and closed in such a manner as to draw forth discussion from the retailers, themselves.

The sponsor dealer, acting as chairman, launched a round-table



**N**ice things happened in 1934. It was a swell year! The NEWARK EVENING NEWS again published more advertising than any other local newspaper. There's no news in that, however; no one seems to remember when the NEWS didn't. Why, the total is almost as much as all the others combined. You must be able to back up a record like that. Authority for the figures? Oh, yes, Media Records.

## Newark Evening News

215-221 Market St., Newark, N. J.

O'MARA & ORMSBEE, Inc., New York  
Chicago Detroit San Francisco Los Angeles

conversation. And the dealers talked. Often they talked until midnight.

In a number of instances, that first gathering of dealers, under the company's auspices, gave rise to the formation of a dealers' association.

Incidentally, everybody at every dinner meeting—including the home-office man—paid for his own dinner.

We've mentioned Frigidaire. Thanks to the scope over which it has traveled, this company's "road show" is fairly familiar to everybody. Here, however, we well may consider a constituent of the Frigidaire program that well might be imparted to any gathering of dealers and their salesmen.

A Frigidaire road show dramatizes. There are mighty few speeches—merely an opening address, and then straight into a routine of demonstrations, sketches, black-outs and talkies.

The whole performance—staged, incidentally in a full-sized theater—is distinctive for its smooth running. It's as smooth and as polished as a professional production, which, in part at least, it is.

#### DeSoto Likes Its Smash Effects

Another dramatizer is DeSoto. Before meetings of dealers and salesmen, DeSoto dramatizes the product, its development, its best methods of sale. With talkies, the program draws moralizing contrasts—the poor salesroom vs. the good, the inept salesmen vs. the able one, the well-run parts department vs. the slipshod.

DeSoto likes grand finales and smash effects—for example, massing the huge Chrysler male choir, biggest of its kind in the world, against a backdrop of the factory, or throwing on a paper screen the thrilling onrush of a motor car and then, at the climax, sending a real motor car ripping through the screen and out upon the stage.

In the automotive field, in one instance, dealer meetings served to introduce to the dealers, not new products, but new company executives. The executives traveled from

coast to coast, meeting dealers, explaining new policies, and eulogizing new models.

Another kind of special occasion suggested dealer meetings for the Petroleum Heat and Power Company. The company staged a distributor-dealer meeting in New York and followed it with a meeting in Boston—the Boston gathering to inaugurate the consolidation of Nokol-Petro in the New England territory covered by Bucklev & Scott.

At each of the meetings, incidentally, one of the speakers—and one listened to with interest—was the company's advertising counsel. Other speakers reviewed the company's history, discussed methods of organizing the salesmen's work and offered solutions for the specific, salesmanship problems involved in selling the company's products.

For factory meetings of dealers and their salesmen, a pre-requisite is an adequate meeting room. In many instances, the auditoriums also are display rooms. In a company that goes in, heavily, for drama, the room is designed as a theater; and in the planning careful attention is devoted to such matters as lighting, ventilation for those times when the house lights are out and the windows closed, stage arrangement (not forgetting overhead room for "flying" big flats), and, above all, acoustics.

In several fields of industry, company theaters have become common, and dramatics have become a routine component of sales-meeting programs.

Moving in a direction slightly different, International Silver has just opened, at Meriden, its Sales Service Institute, a pretentious edifice to be devoted, not only to dealer meetings, but also to experiments in display and to the actual display of merchandise.

In terms of size, the new building encloses some 20,000 square feet of floor space—enough for a silverware exposition.

Two floors are given over to the most effective display of silverware that the company can create. Much forethought was given to

such features as window treatment.

The building each in that has a plan of have been an eye. Thus, gleams ivory, a sterling nut, green.

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such features as the placement of windows and the design and placement of lighting fixtures.

The better to classify displays, the building is divided into rooms, each in an individual color scheme that harmonizes with the decorative plan of the whole. And the colors have been selected, of course, with an eye to setting off the ware. Thus, the new Sylvia pattern gleams against a background of ivory, silver and peacock blue, and sterling looks its best against walnut, green and rust.

The building includes reception rooms, "hospitality" rooms—and an auditorium in which 125 retailers and their salesmen can sit down and be awed.

#### A Great Many Types of Meetings to Choose From

And thus we see that the manufacturer may choose a little meeting at modest cost, or a big meeting and charge the cost to business building. Depending upon how he feels about it—or upon the state of his treasury—he may bear all the cost, or none of it. He may assemble one big gathering at his plant, or he may scatter the gatherings over his field. He may run the affair himself, and thus insure complete control and complete coverage of that which he elects to impart; or he may turn the management over to the dealers, and thus, perhaps, achieve novelty and keener interest.

And finally, he may avail himself of the facilities of modern science.

Last year, Edward Rosenberg staged a dealer convention over the telephone—talked from Fashion Park over a pre-arranged, long-distance hook-up.

And Henry Ford, when he announced his quota of a million cars or better for 1935, also took up the phone—and talked to a network of dealers to the number of more than 10,000.

Of course, there's still the radio. Already, the air-waves have carried headquarters' messages to the dealer front. Before long, no doubt, we shall all listen in on a complete convention program.



## a 25c magazine

**sells more copies on the stands than any 15c or 10c sporting magazine.**

**That means that these sportsmen want the magazine enough to walk up and put a quarter on the line.**

**And that's consumer acceptance.**

**T**HE same magazine has carried the largest lineage in its field for years.

# The New Fight for Outlets

(Continued from page 10)

more profitable to spend money developing new, profitable outlets than it is to cling to dying distributors. Both plans cost money, but in one case the investment pays dividends, in the other it is lost.

Therefore, in the new set-up there will be less playing around with bad risks and, following this, an intensified fight for good risk outlets.

Here are some of the conclusions that manufacturers who are looking ahead have reached:

There are only so many Grade A outlets. It is possible, but often only at great expense, to develop other Grade A outlets. Except in lines that are made up of large-unit-sale merchandise it is usually difficult to see the ultimate gain in spending too much time developing dealers to the Grade A class. To try to do so too often leads the manufacturer to get too deeply into the retail business so that in the final analysis he might as well be running certain stores himself.

No manufacturer can hope to have a monopoly of the Grade A distributors. In every distribution set-up there must be a liberal sprinkling of Grade B outlets and at least a fringe of Grade C outlets.

## Grade B Outlets Are Often Profitable

Often the Grade B outlet is profitable. If credit requirements are watched carefully, if the manufacturer works closely with this type of distributor he may find himself as well off with a loyal Grade B distributor as with a Grade A outlet that is overly impressed with its own importance.

The desire to eliminate the less aggressive type of dealer sometimes leads the manufacturer to consider seriously an exclusive or semi-exclusive type of set-up. This is often based on wishful thinking, on the hope of corralling only Grade A outlets.

A sales executive who has had

experience with exclusive dealerships says, "I have found that frequently this type of set-up is a brake on sales. We found, for instance, in city after city, that when our products were in the hands of a single dealer he became less aggressive as he lost fear of competition on the line."

"As soon, however, as we let down the bars our formerly exclusive outlet often pushed the line with renewed vigor. This competitive spirit became contagious so that when we had three or four outlets in a city, each outlet was putting more effort behind the line than the single, exclusive dealer formerly had."

With the desire to put the retail future of their products in the hands of only Grade A and the better Grade B dealers, manufacturers are finding competition becoming tougher. This has led them to consider seriously just what concessions they will be forced to make to hold good distributor groups in line.

In spite of weak enforcement of codes, there are certain forms of concession that are outlawed today. It is no longer so easy to "buy" distribution as it was a few years ago.

Even were there no code restrictions, many manufacturers would hesitate at some of the more high, wide and handsome deals because of badly burned fingers in the past. There are plenty of large advertisers who remember with chagrin and regret the results of some of their former so-called "secret" arrangements. They discovered that no inside deal ever remains secret very long and once the secret is out they find themselves in a veritable hornet's nest.

Today, in spite of the importance of chain outlets, many advertisers hesitate to go into some of the arrangements that were so common five or six years ago. The voluntaries and the independents have their backs up and do not hesitate

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to consider reprisals on the manufacturer who plays ball too freely with their corporate chain rivals.

Competition for outlets is being intensified by the fact that many one or two product manufacturers are gradually adding lines. In the drug field, for instance, makers of antiseptics are adding tooth-paste, shaving creams and brushless shaves. Today there are few cosmetic manufacturers who do not offer a complete line.

#### Retailer's Attitude Toward Increased Lines

The average retailer is not too enthusiastic about these added products but he is forced to carry them. It is still difficult to get him to push some of the new lines and when he does he finds it necessary to discontinue others. The manufacturers of discontinued lines or lines that were formerly good sellers don't accept this situation with equanimity.

The condition is not new, but its bitterness is being increased these days and will get worse for a time, at least.

The obvious way to meet this competition is by adding new products, thereby offering the dealer a complete line to fight for shelf room with other complete lines. Often, however, this step just complicates an already complicated situation. Some manufacturers are considering meeting the situation by other forms of merchandising effort.

With the increased competition comes the difficulty of getting wholehearted co-operation from distributors on any one line. They are besieged on all sides with requests for merchandising co-operation and the more they are besieged the less alacrity do they show to offer this co-operation.

This should have a beneficial result in one direction. It necessitates a more careful consideration of merchandising policies, a more careful guarding against half-way measures and mere stunts.

In several instances, important manufacturers have revised their price policies. One of the most important factors in the drug field

**Are You among  
the advertisers,  
manufacturers,  
and publications  
named in this  
book? Don't be  
too sure till you  
have read . . .**

# THE POPULAR PRACTICE OF FRAUD

By  
**T. SWANN HARDING**

\*\*\*\*This is the book that puts the finger on products, sponsors, advertising, and advertising mediums.

\*\*\*\*This book separates the sheep from the goats, the ethical manufacturer from the chiseler.

\*\*\*\*This book examines the Tugwell Bill—and names the manufacturers and sponsors who are lobbying against it; names the magazines that oppose it—and most important of all—tells why.

\*\*\*\*This book reveals the inaccuracies of statements made by "exposers" of fraud and tells a long deserving public the facts about distortion of fact in advertising.

\*\*\*\*This book is based on government reports—court decisions, medical analyses and other undisputed evidence.

\$2.50

**LONGMANS, GREEN & CO.  
114 Fifth Avenue, N. Y.**

## I KNOW THIS MAN:

Yes, I know this man so well that I unhesitatingly recommend him to executives in the food field. He is an advertising man whose broad experience has taught him that it takes more than advertising alone to move food off a dealer's shelf into the consumer's market basket. He is thirty-three years old, married, and college trained. He knows the retail business, inside and out; knows the retailer's character and the manufacturer's problems. His last job was with the largest food company in the world, which position he left, of his own accord, less than one week ago. An unusual set of circumstances, which he will reveal to you in a personal interview or letter, makes this man available right now.

I know this man to be a straight thinker who can be depended upon to plan soundly, follow through and carry out his ideas to a profitable conclusion. He is thoroughly well acquainted with the fundamentals of merchandising, sales and sales promotion. No dreamer, but a practical, hard-hitting producer. If you, as a food executive, want to do a better job of merchandising—if you want to straighten out a tangle—if you want to delegate an important job—then here is your man.

Your inquiry remains confidential unless you wish me to arrange contact.

C. H. Sundberg  
Major Market Newspapers  
Phone: State 7825  
75 East Wacker Drive, Chicago

## a clearing house of experience...

WHEN you need someone to serve in a sales, advertising or marketing capacity, PRINTERS' INK is a logical place to look.

Every issue contains advertisements outlining diversified qualifications and experience. A few minutes spent in looking over recent issues might easily uncover the right man for you; saving you time, money and trouble.

Should you desire to widen your choice in seeking your man, advertise in PRINTERS' INK. You will be rewarded with as fine a field of applicants to select from as you could possibly want. And the cost is low, too.

for many years had the almost undivided support of dealers. Then a merger took place and the new management let the line become a price football.

Some months ago the old management became dominant again. One of its first moves was to revise price policies drastically with the result that this company has won back most of its lost dealer support, an achievement that was thought by wise heads in the industry to be impossible.

In spite of the fact that far too many manufacturers were overlenient in their policies, particularly credit policies, with dealers, there are many excellent lost accounts on the lists of every manufacturer, accounts lost through too strict administration of policies.

These accounts often were barely able to survive depression conditions, but they have come through and today are again Grade A or better Grade B accounts. They represent profitable markets to be won again.

### The Value of Regaining Lost Accounts

Sometimes it is an expensive process to win back lost accounts. Usually, however, the lost account that comes back on a friendly basis is better than an outlet recently developed. There is a background of experience that is worth many dollars in sales.

Therefore, some far-seeing manufacturers are giving extra scrutiny to their old accounts, studying former outlets with the idea of winning back profitable dealers.

One other development that manufacturers are watching carefully is the possibility of new distributors in industries that formerly were not considered logical outlets for their products.

Sometimes good Grade A and B outlets can be found among dealer groups that are crying for new products to round out their lines. A refrigerator manufacturer has discovered that there are real profits for him not only in going into stores that are accustomed to handling refrigerators but also into stores that have never handled them

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but are set up to sell this type of merchandise and, which is just as important, to service it.

These are some of the major problems that face the manufacturer today as he looks ahead to business revival.

Competition for outlets is keener than ever before. And it is bound to grow. Traditional methods aren't of much use as guides—although to overthrow traditional cautiousness, particularly so far as credit is concerned, may be disastrous.

There is in the situation one comforting fact. The picture, so far as relationship of distributors is concerned, has, to change the figure, jelled. Complicating factors, due to rivalry between types of distributors, are less than they were when chains, voluntaries, independents, department stores, and mail-order houses were in a shifting turmoil of rivalry.

The battle is on—and the best men, that is, the manufacturers with the clearest cut, best thought out policies are bound to win.

♦ ♦ ♦

#### New Addresses

The C. E. Waltman Organization, industrial design, Chicago, 737 N. Michigan Avenue, that city.

The Quality Group, New York, 570 Lexington Avenue, that city.

Bass-Luckoff, Inc., Detroit, agency, 607 Lafayette Building, Detroit.

Franklin Bruck Corp., New York, formerly the Franklin Advertising Corp., has moved to Rockefeller Center, that city. H. A. Marsh is in charge of a radio department organized by this agency.

Speak-O-Phone Recording Studios, Inc., New York, has moved to 33 West 60th Street, that city.

N. W. Ayer & Son, Inc., has moved its Chicago offices to 135 South LaSalle Street.

*Your Garden and Home* has moved to 1100 Chester Avenue, Cleveland. This publication is now the official organ for the Garden Club of Ohio.

The San Francisco office of Free & Steininger, Inc., radio station representative, has moved to the Russ Building, that city.

• • •

#### Death of C. G. Mathews

Charles G. Mathews, sales manager of the Chicago Roller Company for the last twenty-two years, died at Chicago last week. He was at one time superintendent for the Crowell Publishing Company at its Springfield, Ohio, plant.

## WANTED

### Spanish Speaking Advertising Man

(Salary \$5,000 to \$7,500)

Experienced in all phases of advertising, to represent important domestic agency in the Argentine. Opportunity of a life time for the right man. Christian, age 28 to 40. Write fully regarding your qualifications and experience preliminary to interview. Correspondence will be held in strict confidence.

## WALTER A. LOWEN

### Placement Specialist

11 West 42nd St. New York

## Sales Manager

### WANTED

by LEADING MANUFACTURER

Here's an opportunity for an experienced sales executive to take charge of sales in a subsidiary of a leading manufacturer in the building field. Experience in selling specialized products, opening new markets and developing new sales channels . . . an ability to plan the work and work the plan . . . a capacity for shouldering responsibilities are essential. Salary will not be paid in anticipation, but only for results. Professional sales managers need not apply. Salary will be in line with experience and ability. Give age, experience and complete information in your first letter.

"G," Box 63, care Printers' Ink.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell  
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PRINTERS' INK PUBLISHING CO., INC.  
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Manager.  
Pacific Coast: M. C. Mogensen, Manager.  
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NEW YORK, FEBRUARY 28, 1935

## Black Sheep

With the inevitable battle over food and drug

legislation growing hotter, the decent advertiser is in a difficult and rather ridiculous position.

If he sees something in the Copeland Bill to which he consistently and honestly objects, and if he utilizes his right to make a fight on such provisions, he thereby automatically helps provide a haven of refuge for the crooks.

Manufacturers of adulterated and misbranded commodities and users of untruthful advertising have a decided strategic advantage when, in self defense, decent advertisers go on the warpath against impossible and fantastic provisions of a law that is brought forward to make advertising clean and to stop adulteration and misbranding. With an appearance of smug righteousness the unholy ones join the campaign and the battle progresses in Washington committee hearings as it did last year and will this year.

The decent advertiser, before long, finds himself in undesirable company. Among his companions in arms, for instance, are so-called ethical pharmaceutical producers who sell reprocessed ergot—that kills women when they are having babies. He is joined by purveyors of poisoned ether—the traffic in which is a particularly low type of villainy because the most skillful anaesthetist cannot detect it. And the list could be extended to a grisly length.

This is why the decent advertiser hoped, with *PRINTERS' INK*, that the various elements involved could get together and write a bill that would do the work without affording the black sheep any facilities for covering up their iniquities.

He is being only human, therefore, and is entitled to sympathy rather than censure when and if he throws up his hands and expresses a readiness, if not a willingness, complacently to accept what the Food and Drug Administration has to offer.

If the price of deliverance is the enthronement of Secretary Wallace and Administrator Campbell as dictators of the great foods, drugs and cosmetics industries, he is almost ready, under the circumstances, to tell them to go ahead and do their worst.

The present, then, is perhaps the most critical time in the experience of the decent advertiser. If he fights, he'll be fighting for the black sheep. If he doesn't fight he is menaced by a type of bureaucratic rule that is hard to take even now, when bureaucracy is running wilder than it ever has before.

But it is to be hoped that he continues "strong and very courageous," as an Old Testament writer puts it. He has made remarkable progress since the promulgation of the original Tugwell Bill last year. He has also done surprisingly well

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even since the introduction of S. 5, the Copeland Bill, this year. If he does not weaken, there is bound to be a law that will drive out of business the crooked merchandisers who are now infesting these three great industries. And it will be a law that will not constitute a virtual receivership of the foods, drugs and cosmetics business.

**Liquor Advertising** If Senator Capper has his way, the interstate advertising of alcoholic beverages will be made a crime.

In a bill recently introduced, the Senator has restrained himself sufficiently not to impose the death penalty upon a publisher or advertiser who would be bold enough to carry the message of Demon Rum across the borders of a dry State. But he would have the punishment bitter enough to keep all liquor advertising—even direct-by-mail—strictly within the State where it originates.

It is only fair to the Senator to say that he is personally as well as politically dry. He is being only consistent, therefore, when he bars liquor advertising from his own publications.

But why should he attempt to impose his fundamentalist reasoning ("reasoning" is not quite the word but let's be charitable) upon publications in general and upon an industry that is legal just as much as is the raising and selling of wheat, cattle and hogs in the Senator's own home State, Kansas?

Can it be that his activity comes from zeal to purify advertising—to make it of such a nature as to keep printed temptation away from the citizenry in bone-dry towns such as Wichita, Leavenworth and even Topeka—who never heard of liquor and who must at all costs be kept clean? If this is his purpose, there are other types of advertising circulating in Kansas with which

the Senator is familiar and which invite some attention, too.

Here are a few headlines of advertisements addressed to Kansas folks which the Senator has doubtless seen: "Dead Doctor Heals Stomach Ailments," "Ladies Only," "Feel Old?" "Feminine Secrets."

As against these, consider a few headlines from liquor advertisements which, obviously, the Senator has probably not read: "Hiram Walker and Sons, Inc. Quality Products," "A Statement of Policy by National Distillers," "We Who Make Whiskey Say 'Drink Moderately.'"

Take your choice.

### Signs of Spring

Meanwhile, to pass to more pleasant things, here is a statement borrowed from a monthly letter issued by the National City Bank of New York:

"The favorable reports from industries during the last month seem to dispel any remaining uncertainty as to business prospects through the first quarter of the year—giving the optimist, for that period, at least, plainly the better of the argument."

Automobile manufacturers expect to be able to report early in April the production and sale of a million cars. Not since 1930 have this many automobiles been turned out during the first quarter.

Farm products are today bringing higher prices than have been paid in more than four years. The farm income will be much larger than the corresponding period of last year. Farmers are buying heavily—and have made only a small beginning in satisfying their accumulated wants.

Buyers going to market to buy goods for retail stores are more numerous than at any time since 1929.

Not much speculating is being done. There was a bit of a flurry

in this direction after the gold decision; but the boys and girls quickly decided that, after all, aggressive merchandising and hard work offered a safer pattern for getting somewhere.

Advertising volume, we learn from the PRINTERS' INK Index—a grand job Dr. Weld is doing here, by the way—is moving steadily upwards.

A prosperous as well as a pleasant spring is near. The winter of our discontent is not proving so terribly hard to take, either, is it?

**A Plan and a Promise** And now, on the heels of Townsend out of California comes the "PEP PLAN—Plenty, Employment, and Prosperity for All."

PEP is fostered by none other than Elmer G. Still, city clerk and assessor of that hotbed of statesmanship that is named Livermore; and it contemplates the simple remedy of "a special income tax that will compel everyone for a year to spend 95 per cent of his monthly income for things giving employment, or for paying taxes, rent, insurance, past debts or other necessary expenses, or else pay the balance in taxes to be spent for giving employment."

Of course, there will be those who will say: "Whaddaya mean, 95 per cent? Those things cost me 105 per cent, already!"

But this is no time for levity. Mr. Still, who favors PRINTERS' INK by mail with a complete outline of his program, promises more on other subjects. To wit—

"Letters are to follow on: Simple, natural prevention of colds by sneeze-breathing, sensible calendar reform, systematic spelling, making aviation safe, and solving the crime problem."

We don't know about sneeze-breathing. We don't know just how it would work out in, say, a city threaded with subways. But

we promise this: that at the earliest possible moment we'll extract from Mr. Still the lowdown on a problem on which, thus far, he's silent.

We want to know what he intends to do about snoring.

### Opportunity Dies Again

New-product searchers might do themselves well by poking into the pop-corn situation. On the other hand, they might burn their fingers.

To a merchandiser harboring a scheme to bring out a pop-corn line under the slogan "Chew for Health and Happiness," the very freshest pop-corn release from the press agents of the Department of Agriculture brings more than a modicum of confusion.

Says the D. of A.: Pop-corn is going up. Supplies are low. Responsibility rests on last summer's drought. Although the Department evades—with silence—the grapevine report that the Middle-West was so hot last summer that pop-corn popped on the stalks and that livestock, deluded into the belief that a blizzard had broken loose, lay down and froze to death, yet the Department does declare that last year the total pop-corn acreage dwindled to less than 500.

And that, of course, is pretty serious.

Yet, before the sparkling imagination of any optimist who might conclude that it's an ill dry wind that blows *nobody* good, our agricultural advisers in Washington erect this mental hazard:

"Growers . . . are reminded that an attempt to make a 'killing' in 1935 by planting an abnormal acreage could easily result in a big surplus."

No killing in pop-corn! No chance for high emprise—no pop-corn boom!

In the words of that linguist who *used* to stoke that steam, tin-whistle on the corner: "Whatsa da use? Now I vote for Hoover!"

# Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

40 EAST 34TH STREET  
NEW YORK

## A difference

Although in total volume we are one of the largest agencies in the country, our client list is notably smaller than that of other large agencies.

Each account to which we are appointed takes on an importance not measured by its volume; and the necessity for giving satisfaction to each client is correspondingly vital.

"NOT HOW MUCH, BUT HOW WELL"

## The Little Schoolmaster's Classroom

**A**N example of what can be done inexpensively when a little ingenuity is mixed with a will to advertise is furnished by a recent effort of the Terminal Corp., distributors of Shell Products in Providence, Rhode Island.

For untold years hardy Yankees have ever turned at the first sign of wintry blasts to the intimate warmth of their red flannel underwear. More than a protection against the cold, this garment has become a traditional Yankee institution. And here is how New England confidence in red flannels was turned into increased sales of Shell Winter Gear Lubricant.

A postcard, to which was glued a three-inch piece of red felt in the shape of a suit of underwear, was prepared. The headline on the card read: "You Changed Yours—Now Give Your Car a Break," followed by a sales message and the name and address of the company.

Four hundred "red flannel" postcards were mailed to car owners in the vicinity, and an additional five hundred were distributed on driveways.

The total advertising expenditure: \$22.

The result: 626 pounds of Lubricant sold between November 1 and December 15 as compared with 397 pounds for the same period a year ago.

To the Schoolmaster's desk has come "The Autobiography of George Washington" arranged and edited by Edward C. Boykin, who is one of those enviable individuals, an advertising man with a hobby. His business address is the offices of Marschalk & Pratt. His hobby address is any place where some unusual facts on American history can be uncovered.

About a year ago he brought out "Facsimiles of Famous American Documents and Letters" which contained facsimiles of twenty-six major historical American documents and letters. Among them were the Declaration of Independence, Lincoln's Gettysburg Address, Burr's Challenge to Washington, and others.

He tells the Schoolmaster that in his search among historical documents he was impressed with the fact that George Washington, through his letters, papers, diaries and general orders, had written a

**YOU CHANGED YOURS**  
now give YOUR CAR a break!



CHANGE NOW to

**SHELL**

Winter Gear Lubricant

Drive in today and let us remove the worn summer lubricant from your transmission and differential and refill them with the correct grade....

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**PREST-O-LITE BATTERIES**

Charging — Rentals — New Batteries

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The Terminal Corp.

STATE HOUSE STATION ~ 90 Gaspee Street

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most revealing autobiography. The great moments in Washington's life are all reflected in these documents.

Therefore as a labor of love Mr. Boykin arranged these many papers into a chronological collection and the result is a revealing picture of the man whose birthday was celebrated in all parts of the country last week.

Not the least interesting feature of this book is found in the many unusual illustrations which include reproductions of rare prints of Washington's Day and interesting contemporary mats. Here is a book that is heartily recommended to all Class members with historical predilections.

• • •

From a business-paper publisher the Schoolmaster receives the following letter:

"Have you printed anything recently on the subject of firms who do not buy advertising but who constantly send out reams and reams of material out of which they intend to get free publicity.

"Like every other business paper,

we are deluged with items of this nature. The senders seem to think our readers are just sitting on the edges of their chairs waiting to know about new mixers, new agitators, new containers, raw materials, etc.

"This letter is prompted right now by our having received some of this type of publicity material from the Blank Company. When I called on their advertising agency last fall I was assured that they did not think it was worth while advertising in trade papers and that they were spending all of their advertising money through the mail. Judging from the steady stream of stuff we have received from them for several years past, they must consider trade papers of some value, particularly when they can get something for nothing."

PRINTERS' INK has commented frequently on this peculiar voraciousness for free publicity which is characteristic of a number of companies which, as this publisher points out, will not pay for advertising space because they claim

## Can YOU use a SALES PROMOTION MAN who can inject "*Cash-Register-itis*" into your sales and advertising efforts?

He has had over 15 years' active experience in the field from coast to coast, promoting all kinds of products, with major experience in

### Packaged Beverages

Radio

Shoes

Furniture

Mail Order and

Chain Store Lines

He has been concerned with advertising, merchandising, sales management—big-time and small-time. He knows distribution problems from the manu-

facter through to the ultimate consumer. His record of jobs indicates gradual development to a peak of experience and maturity.

He is 39, well educated, a leader of men, a fine personal salesman, a trained writer and an experienced speaker. At present, he is a square peg in a round hole as Sales Manager in New York City for a "blind alley" business. Starting salary is immaterial if opportunity is real.

Will you talk to this man? Address "J," Box 65, Printers' Ink.

## New KIND of premium plan

- just adopted by 3 advertisers of national importance.
- involves NO premium cost, effort, or handling bother.

OFFER FREE, with purchases of your product, a coupon worth \$1.00, good for an individually-made \$1.25 Portrait Enlargement, in life-like colors, of your customer's favorite snapshot. Write for full details. New Process Studios, 47 East 21st St., New York.

## WANTED— ACCOUNT EXECUTIVE

We have an interesting proposal to make an account executive with established national contacts, preferably with food and drug companies. Ours is a primary medium which has been successfully used by leading national advertisers for more than eighteen years. Drawing account and commission. Outline in detail experience and present connection. Address "H," Box 64, Printers' Ink.

### Assistant Advertising or Sales Manager:

I believe I am a good buy for either job for an established company. I have been with a New York City organization for ten years since leaving a Middle Western university to get a broad business experience nowhere else obtainable. Now I am ready to put this to work and concentrate in a particular field. May I write or tell my qualifications? The location is immaterial. Address "E," Box 62, care Printers' Ink.

COMPLETE CONTRACTOR COVERAGE

# PRACTICAL BUILDER

In Response To a Demand  
by The Publishers of BUILDING SUPPLY NEWS

INDUSTRIAL PUBLICATIONS INC.  
CHICAGO

TORONTO  
MONTREAL  
WINNIPEG  
LONDON, Eng.

GIBBONS KNOWS CANADA

REGINA  
CALGARY  
EDMONTON  
VANCOUVER

that it is of no value but will fight vigorously for the same amount of space so long as it doesn't cost anything.

The publishers themselves are at least partially to blame for this condition. There is no question that they have been far too lenient with the amount of space they give to publicity items and a manufacturer cannot be blamed too greatly if he refuses to buy what he can get free.

Of course this is a short-sighted policy on the part of the manufacturer. In advertising space he can tell his story logically and forcefully. When he depends upon publicity, in order to get the free space he usually has to remove much of the forcefulness from his material.

Furthermore, what most publicity hounds overlook is the fact that the business paper that gives the most free publicity is likely to have the lowest standing in the eyes of its readers. The average business-paper reader has a keen nose for publicity items and when he sees a paper packed with them he begins to suspect the value of much of its content.

A fact that is frequently overlooked is that a book jacket is counter advertising. In too many cases by the time an enthusiastic publisher's copy writer gets through with the blurb the jacket loses a great deal of the conviction that a good advertisement ought to have.

Published last week was Hendrik Willem van Loon's "Ships and How They Sailed the Seven

### To a 1-Man, 2-Man or other small Agency

whose profits are being eaten up by overhead, a seasoned company offers an invitation to consolidate forces; will be glad to discuss arrangements with principals. Full references gladly exchanged. Owner of Agency, "M," Box 67, Printers' Ink.

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"Do you s experience," M buyer talking

Sea." On it was a colorful jacket that pictures various types of ships drawn by Mr. van Loon in his own individual style. On the back of the jacket the Schoolmaster detected the following note:

On the inside of this wrapper (as the reader will discover upon unfolding it) is a map of the world, showing the history of discovery and exploration, drawn by Hendrik Willem van Loon, in full color, suitable for framing.

When the jacket, which is in a double fold, is removed and unfolded, the map is revealed in all of its colorful appeal.

Bookish members of the Class will at once appreciate the extra value of a jacket of this type. It amounts, in a sense, to a premium and turns the jacket from something which is used to advertise while it projects into something which is kept after the book has been read.

The possibilities in this type of jacket are numerous and if this particular experiment is successful, the Schoolmaster predicts that other publishers, particularly publishers of children's books, will seize the idea with avidity.

• • •

It isn't likely that the salesman whom N. C. Pugh, general sales manager of the Buckeye Aluminum Company, told to get out of his office and stay out will give the real reason to his own sales manager. If the company this salesman represents wants to make a sale to Buckeye it will have to send another man. Probably this particular salesman has learned a lesson that he will never forget—don't snoop.

During this salesman's visit, Mr. Pugh was called out of the office for a few minutes. When he returned he found the salesman reading some papers that had been turned face down on Mr. Pugh's desk. On another visit, the same thing happened. This time the salesman was caught perusing a scrap book.

"Do you sometimes have the experience," Mr. Pugh asked, "of a buyer talking to you in the wait-

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#### BUSINESS OPPORTUNITIES

##### NEW BUSINESS MAGAZINE AND ORGANIZATION READY

Substantial minority interest available for \$3,000 cash or for printing credit with cash. Low publishing cost, sure-fire editorial appeal. Well connected, capable men, experienced in field. Excellent profit opportunity for printer or publisher who wishes to expand or individual with capital and own services to offer. Box 510, Printers' Ink.

#### HELP WANTED

**Publicity Agency** wants girl thoroughly familiar with news writing, must be attractive and capable of contacting accounts, possess New York newspaper connections. State minimum starting salary. Box 514, Printers' Ink.

**Young Man** with advertising ambitions to do a little of everything in small N. Y. agency. Efficient typist-steno preferred. Salary \$20. Tell your story in 150 words or less. Write paragraphs, not tabulations. Box 516, P. I.

#### MISCELLANEOUS

**EXACT** reproductions of Sales Letters, Testimonials, Bulletins, Pictures, Diagrams, etc.; \$1.50 hundred copies; add'l hundreds 20c. Cuts unnecessary. Samples. Laurel Process, 480 Canal St., N. Y. C.

#### POSITIONS WANTED

**Young Woman**, 30, wishes to serve apprenticeship in New York advertising agency. Alert, intelligent, willing. Knowledge copy, layout, research, survey. Box 517, Printers' Ink.

**Capable Woman Available** to successfully merchandise and promote sale of worthy product. Direct selling, publicity and advertising experience. Excellent references. Box 509, P. I.

**Valuable**, all-around publishing experience available; man, 39; trained in advertising, promotion, editorial work. Sound judgment, initiative, unusual ability and executive capacity. Box 515, P. I.

**ADVERTISING EXECUTIVE**, young woman; newspaper, agency, department store experience; copy, layout, management, contact; now Fashion Writer large New York store; interested making change, preferably agency, New York, Box 511, Printers' Ink.

#### Chain Store ADVERTISING

Creator of sales-producing copy. Wide knowledge of merchandise and marketing possibilities. Box 512, Printers' Ink.

#### IT'S SAD BUT TRUE

Nothing "expert" or "unusual" to repose upon, but I offer you earnest determination, enthusiastic interest to squeeze out the ultimate in selling points, to mould these into forceful copy and layout, aided by 12 years selling, manufacturing experience, college education, special advertising study. Any work, anywhere to start with you. Employed now.

Box 518, Printers' Ink.

Feb. 28, 1935

Feb. 28, 1935

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*No responsibility is assumed for any omission*

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Advertising rates: Page \$125; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$2.75.

ing room or some other place besides his office?"

"Yes," replied the salesman. "And I have sometimes wondered why."

Mr. Pugh proceeded to explain just what he and many other buyers think of snoopers.

Desk snooping is not confined to salesmen. One of the Schoolmaster's good friends has this annoying habit. Not only does he pick up personal letters and read them but sometimes he tears off a corner, or makes pencil notes on the sheet. Such practices when done in the open, in the presence of the victim, are bad enough but no salesman can afford to risk offending in such a way. It is sometimes difficult to keep one's eyes from papers on a man's desk, but a good salesman will take great pains to avoid any appearance of snooping.

\* \* \*

From John S. Van Gilder, one of the most prolific contributors to Classroom discussions, the Schoolmaster has just received the series of yearly calendars issued by C. M. McClung & Company, of Knoxville, Tenn.

The interesting feature about these calendars is that they are divided into twelve monthly sheets or, rather, cards, since they are printed on heavy board. The face of the card each month carries a picture of a pretty girl and the calendar for the month. On the back, however, are listed items which have seasonal value during the particular month dealt with.

Such calendars hung up in a dealer's store not only serve to tell him the day of the month but also to give him many timely suggestions for selling merchandise.

This good-will value is obvious.

\* \* \*

### Campaign for Guardian Life

The Guardian Life Insurance Company of America, New York, celebrating its seventy-fifth anniversary this year has approved a national advertising program. Magazines will be used, test advertisements already having appeared. Hanff-Metzger, Inc., New York, handles the account.

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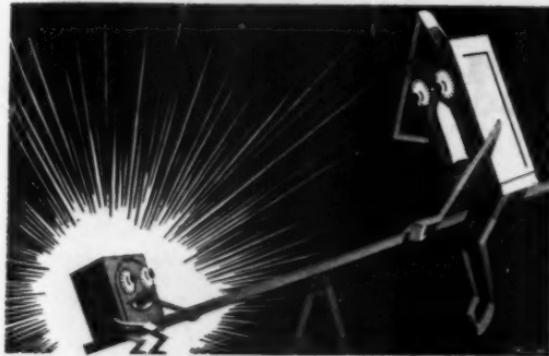
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MARS

## IS A SHORT PROGRAM



## AS GOOD AS A LONG ONE?

**BETTER—**

**if sponsor identification means anything!**

The only worthwhile listeners are those who pay enough attention to your program to know what you are advertising. To obtain one thousand such listeners ...

|  |                |
|--|----------------|
| <b>8 <u>one-hour</u> broadcasters spent</b>      | <b>\$12.09</b> |
| <b>49 <u>half-hour</u> broadcasters spent</b>    | <b>\$12.06</b> |
| <b>22 <u>quarter-hour</u> broadcasters spent</b> | <b>\$ 6.46</b> |

These and other valuable figures resulted when we analyzed the reports of 10,077 telephone and 5,454 personal interviews covering radio listening and magazine reading. Provides an enlightening and unbiased view of the whole eye vs. ear controversy. Any national advertiser may obtain the entire story without obligation by writing to

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